



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, JULY 13, 2023, AT 9:00 AM
MORRIS HALL, THE BARNHILL CENTER
106 S DOUGLAS
BRENHAM, TEXAS**

1. Call Meeting to Order

2. Public Comments

[At this time, anyone will be allowed to speak on any matter concerning this Board that is not on the agenda, for a length of time not to exceed three minutes. No Board discussion or action may take place on a matter until such matter has been placed on an agenda and posted in accordance with the law.]

REGULAR SESSION

3. Discuss and Possibly Act Approval of Minutes from April 20, 2023 Tourism Advisory Board Meeting

WORK SESSION

4. Review of 2023 Round 2 Tourism Grant Awards and Proposed Timing for 2024 Rounds

5. Changes Being Discussed to Tourism ILA

6. Update on Hosting of the Smithsonian's Museums on Main Street Exhibit

7. Update on Film Friendly Texas Certification

8. Texas Music Friendly Committee Report

9. Report on Hotel Occupancy Tax Collections

10. Visit Brenham DMO Q3 Report

11. Washington County Expo Report

12. Administrative Report

13. Adjourn

CERTIFICATION

I certify that a copy of the July 13, 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 Monday, July 10, 2023, at _____.

Nancy Joiner

Tourism and Marketing Coordinator

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

I certify that the attached notice and agenda of items to be considered by the Tourism Advisory Board was removed by me from the City Hall bulletin board on the _____ day of _____, 2023 at _____.

Signature

Title

TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, July 13, 2023, beginning at 9:00 a.m. in The Barnhill Center, Morriss Hall in the Schulte Room, 106 Douglas Street, Brenham, Texas

Board Members present:

Scott Atwood
Jean Shoup
Stacey Walters
Harrison Williams

Board Member absent:

Commissioner Kirk Hanath
James Pharaon
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; Manager of The Barnhill Center, Alex Dill; Lu Hollander with Visit Brenham; Melinda Faubion, and Natalie Lange.

Media Present:

none

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

REGULAR SESSION

- 3. Discuss and Possibly Act Upon Approval of Minutes from April 20, 2023, Board Meeting**

Board member Shoup said there was a correction to the minutes that Kirk Hanath was on there twice as voting once. The connection will be made.

A motion was made by Boardmember Shoup and seconded by Boardmember Walters to approve the minutes from April 20, 2023, Board Meeting.

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

Scott Atwood	Yes
James Pharaon	Absent
Jean Shoup	Yes
Jenny Van Dorf	Absent
Stacey Walters	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	Absent

WORK SESSION

4. Review of 2023 Round 2 Tourism Grant Awards and Proposed Timing for 2024 Rounds

Jennifer Eckermann, Tourism & Marketing Director presented this item. The Round 2 Grant funding was approved by Commissioner's Court on June 6, 2023, as recommended by the Funding Committee. The Commissioner's Court funded \$21,400 in grants. The proposed dates for Round 1 and 2 Tourism Grant funding for 2024 were sent to Commissioner Hanath and he approved of the dates for these two rounds.

5. Changes Being Discussed to Tourism ILA

Jennifer Eckermann, Tourism & Marketing Director presented this item. Eckermann met with Commissioner Kirk Hanath on June 29th to discuss the following changes to the Tourism ILA and By-Laws. It was discussed to remove the designation of the Eligibility Committee from the ILA and By-Laws and remove the Expo Committee from the By-Laws. These changes will need to be approved by the Commissioner's Court and City Council.

6. Update on Hosting of the Smithsonian's Museums on Main Street Exhibit

Jennifer Eckermann, Director of Tourism and Marketing presented this item. Eckermann reported that there were 53 applicants and only 7 were selected. When asked what broad community goals might be achieved by hosting MoMS, we struggled with the incorporation of Black history into the local history we tell. She will be working with David Thomas of the Brenham Heritage Museum and Tina Henderson with the Texas Ten Group. The Museums on Main Street will be in Brenham from December 7 – January 19, 2025. The Orientation Workshop will be August 29-30. This process will take 1.5 years as the program is rolled out and local exhibits are planned.

7. Update on Film Friendly Texas Certification

Jennifer Eckermann, Director of Tourism and Marketing presented this item. City Council adopted Filming Guidelines for the City of Brenham at a City Council meeting on June 1, 2023. Eckermann reported that we have been in contact with the Texas Film Commission office, and Kathrine is working on getting the photos needed. We expect to get a final certification in early fall. The SAG has gone on strike, so all filming has been canceled for August by the film company that planned to be in Brenham.

8. Texas Music Friendly Committee Report

Kathrine Briscoe, Partners & Visitor Experience Manager presented this item. Briscoe reported she had a TMF Committee meeting and there will be a Summer Showcase of local talent in Alamo Alley before Hot Nights Cool Tunes and also discussions on holding quarterly music events in Alamo Alley.

9. Report on Hotel Occupancy Tax Collections

Jennifer Eckermann, Tourism and Marketing Director presented this item. The report presented was an update of the Hotel Occupancy Tax Report through May. STR growth slowed early in the year. Some new listings have us close to reaching 100 properties in the city, with a high of 94 reached in June. Nancy continues to stay on top of this with GovOS for the city and has owners at different points in the compliance process. Several properties are paying late for May, so the chart shows there are payments still to be received.

10. Visit Brenham DMO Q2 Report

Jennifer Eckermann, Director of Tourism and Marketing gave this report. Her report included the Quarter 3 Report for 2023. Kathrine Briscoe, Hannah Mertz, Alex Dill, Melinda Faubion, and Natalie Lange also gave an update on the Visitor Center, Group Sales, The Barnhill Center, Digital ads, and Social Media posts.

11. Washington County Expo Report

Harrison Williams, Director of the Washington County Expo presented this item. Williams reported on ongoing projects at the Expo, building usage and lost revenue, and a comparison of revenues. They are looking at alternative revenue sources, requesting additional staffing, along with rent labor, and hour usage. Williams also reported that they are looking at capital equipment requests that are needed for the Expo.

12. Administrative Report

Jennifer Eckermann, Director of Tourism and Marketing gave this report. Eckermann reported that the tourism partners will start to receive quarterly reports. There will be a lodging partner meeting on September 21st with Scott Joslov from Hotel and Lodging. The next Tourism Advisory Board meeting will be on October 19th but could be moved to another date since some of the Board members have prior commitments.

With no further business, Scott Atwood adjourned the meeting.

Scott Atwood

Date

Board Chair

ATTEST:

Nancy Joiner
Tourism & Marketing Coordinator

Date

HOT GRANT FUNDING FALL 2023

Organization	Request	Purpose Of Funding	Award
Brenham Heritage Museum	\$3,000.00	BHM Signage	\$1,450.00
Chappell Hill Chamber of Commerce	\$4,000.00	Airing of the Quilts	\$1,250.00
Chappell Hill Chamber of Commerce	\$4,000.00	Independence Day Parade	\$2,000.00
Chappell Hill Historical Society	\$4,000.00	Scarecrow Festival	\$4,000.00
Texas Arts and Music Festival	\$27,000.00	Texas Arts and Music Festival	\$3,500.00
Unity Theatre Company	\$7,000.00	2022-2023 Season	\$7,000.00
Washington on the Brazos	\$2,200.00	Candlelight Christmas	\$2,200.00
TOTAL	\$51,200.00		\$21,400.00

Proposed Dates for 2024 HOT Funding:

2024 Hotel Occupancy Tax Funding
Events/programs/projects occurring January 2024 -June 2024 (Round 1);
and from July 2024 – to December 2024 (Round 2)

	Round 1 for 2024	Round 2 for 2024
Application Packet Available Online	October 30, 2023	May 6, 2024
Application Due	November 17, 2023	May 17, 2024
Funding Committee Review	December 4, 2023	May 27 – May 29, 2024
Commissioners Court Consideration	December 12, 2023	June 4, 2024
Tourism Grant Award Notifications and Funding	December 18-20, 2023	June 10 – June 11, 2024

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



AGENDA ITEM 5

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Changes Being Discussed to Tourism ILA

Date: July 6, 2023

Commissioner Kirk Hanath and I met Thursday, June 29th to discuss the following changes to the Tourism ILA and By Laws:

- Remove designation of the Eligibility Committee from the ILA and By Laws
- Remove the Expo Committee from the Bylaws.

Any input from the Board would be appreciated.

Since both the ILA and Bylaws are approved by Commissioner's Court and City Council, these changes will be considered as part of a wider discussion on tweaks being made to several ILA's.

the following the Washington County Tourism Liaison or a member of the Washington County Commissioners Court or the Washington County Expo Director shall represent the Commissioners Court.

- C. The Tourism Grant Funding Committee of the Board consists of five (5) members appointed by Washington County Commissioners Court.

2. GOVERNMENTAL ENTITY FUNDING AND RESPONSIBILITIES (Exhibit "B")

A. The City of Brenham will manage, operate and fund the Visit Brenham/Washington County DMO and The Barnhill Center, with funds collected within the city limits of the City of Brenham. The DMO will present quarterly reports to the Tourism Advisory Board and will provide staff to record and distribute minutes, prepare agendas and post meetings.

B. Washington County will collect hotel occupancy taxes outside of the City of Brenham. During the annual budget process, the County will determine a HOT Fund budget for eligible projects at the Washington County Expo. In addition, the County will budget for county-wide bi-annual Tourism Grants. The Funding Committee will review the eligible request and make funding recommendations to the County Commissioners Court. The County Treasurer will disburse funds for approved events/programs/projects.

C. The Grant Eligibility Committee will review Post Event Reports and determine eligibility and priority of Tourism Grant requests based on state law requirements for the promotion of tourism as authorized by the Texas Tax Code, Chapters 351 and 352, in the manner as each Chapter may be respectively applicable to the City or County, and present findings to Tourism Grant Funding Committee for consideration. The Committee will consist of five (5) members: two (2) board members appointed by the Chairperson, the Director of Tourism & Marketing for Visit Brenham/Washington County DMO, the DMO Group Sales Manager, and the Tourism and Marketing Coordinator.

3. TERM AND TERMINATION

This Agreement shall be effective beginning May 1, 2021 and shall remain in effect until December 31, 2023 ("Initial Term"). This Agreement shall automatically renew for a two (2) year period ("Renewal Term") on January 1st of each Renewal Term. Either Party may terminate this Agreement, with or without cause, by giving notice in the manner provided herein to the other Party at least ninety (90) days prior to the effective date of the Renewal Term. Notwithstanding any other provision herein, if both parties hereto agree to terminate this Agreement with less than the required ninety (90) days' notice, said ninety (90) day notification period may be waived. Notice shall be provided pursuant to the terms set forth in Section 3.2.

A Board member may cast only a single vote on any issue. Proxy votes are prohibited. Alternate and ex-officio members shall not vote.

Section 7:

The terms of office of the members appointed by the City Council of the City of Brenham and officers of this Board will be on the calendar year.

Section 8:

Professional staff members of the City of Brenham or Washington County assigned to work with this Board shall be non-voting ex-officio members of this Board.

ARTICLE V
OFFICERS

Section 1:

- A. The Chairperson shall be elected annually by the members of this Board and shall serve at the pleasure of the City Council of the City of Brenham and the Commissioners Court of Washington County. Resignation of the Chairperson from the Chairperson position shall be by letter to all other Board members. If the Chairperson resigns from the Chairperson position but continues to serve on this Board, the members of this Board shall elect a new Chairperson as soon as practicable.
- B. Resignation of the Chairperson from this Board shall be by letter to all other Board members, the Mayor of the City of Brenham, and the County Judge of Washington County. An unexpired term will be filled by vote of the City Council of the City of Brenham if the Board position was a City of Brenham appointment.

Section 2:

- A. The Chairperson of this Board shall preside at all meetings of this Board and shall perform such duties as may be assigned by this Board or by the City Council and the Commissioners Court. The Chairperson shall have the power to appoint subcommittees, as he/she deems necessary to achieve the objectives of this Board.
- B. In the absence of the Chairperson, Board members present shall elect a temporary presiding officer to serve as Chairperson during the meeting.

ARTICLE VI
COMMITTEES

Section 1:

The following Committees have been created for special purposes.

Grant Eligibility Committee: Biannually will review Post Event Reports and determine eligibility and priority of Tourism Grant requests based on state law requirements for the promotion of tourism as authorized by the Texas Tax Code, Chapters 351 and 352, in the manner

as each Chapter may be respectively applicable to the City or County, and present findings to Tourism Grant Funding Committee for consideration. The Committee will consist of five (5) members: two (2) Board members appointed by the Chairperson, the Director of Tourism & Marketing for Visit Brenham/Washington County DMO, the DMO Group Sales Manager, and the Tourism and Marketing Coordinator.

Tourism Grant Funding Committee: Biannually will review Tourism Grant requests and will make funding recommendations to the Washington County Commissioners Court. The five (5) members of this Committee will be appointed by Washington County Commissioners Court.

Texas Music Friendly Committee: this committee fills requirements of certification as a Texas Music Friendly Community.

Washington County Expo Committee: works with County staff to support work of facility within the tourism industry.

Section 2:

Other committees may be created by this Board for special purposes.

Section 3:

Other than the Grant Eligibility Committee and the Tourism Grant Funding Committee, Committee Chairpersons and members shall be approved by and appointed by the Chairperson of this Board, and City and County liaisons.

ARTICLE VII
SPECIAL SUBCOMMITTEES

Section 1:

Subcommittees may be created by this Board for special purposes.

Section 2:

Subcommittee Chairpersons and members shall be appointed by the Chairperson of this Board.

Section 3:

Subcommittees will automatically dissolve upon completion of their special work and submission of their report to the Board.

ARTICLE VIII
MEETINGS AND COMMUNICATION

Section 1:

This Board shall meet on call of the Chairperson or on call of a majority of the members of this Board.



AGENDA ITEM 6

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Update on Hosting of the Smithsonian's Museums on Main Street (MoMS) Exhibit

Date: July 6, 2023

We received word on Friday, June 16, that our application to host the Smithsonian's MoMS Exhibit was chosen – one of 7 selected, out of 53 applications.

The exhibit schedule is as follows:

August 24 – October 6, 2024:	San Augustine (east of Lufkin)
October 12 – December 1, 2024:	Clifton (west of Waco)
December 7 – January 19, 2025:	Brenham
January 25 – March 9, 2025:	Rockport
March 15 – April 27, 2025:	Buffalo Gap (near Abilene)
May 3 – June 15, 2025:	San Elizario (near El Paso)
June 21 – August 2, 2025:	Bandera (west of Boerne)

When asked what broad community goals might be achieved by the hosting of MoMS, there was no question in my mind. We have struggled with the incorporation of Black history into the local history we tell, and local exhibits developed in coordination with the history of rural America in the 20th century would be of tremendous benefit in starting fresh in the efforts to tell a more complete story.

Obviously, the selection committee agreed our direction was a good one. Our new Brenham Heritage Museum Director David Thomas and Dr. Tina Henderson, with the Texas Ten Explorers organization will be primary partners in the development of local exhibits – in Brenham, Burton and Chappell Hill, and maybe others – that incorporate the stories of segregation and desegregation in the 1900's, along with the importance of education in the lives of people in our communities. There are loads of details to be determined, and we will work with the other communities to help develop a plan that will help grow heritage tourism to impact all our communities.

An Orientation Workshop is scheduled for August 29-30, where we will learn more about what will happen over the next 1.5 years as the program is rolled out and the local exhibits are planned.



AGENDA ITEM 7

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Update on Film Friendly Texas Certification

Date: July 6, 2023

City Council adopted Filming Guidelines for the City of Brenham at a meeting June 1, 2023.

We have been in contact with the Texas Film Commission office, and Kathrine is working on getting the photos needed.

We expect to get final certification in early fall.



AGENDA ITEM 8

To: Tourism Advisory Board

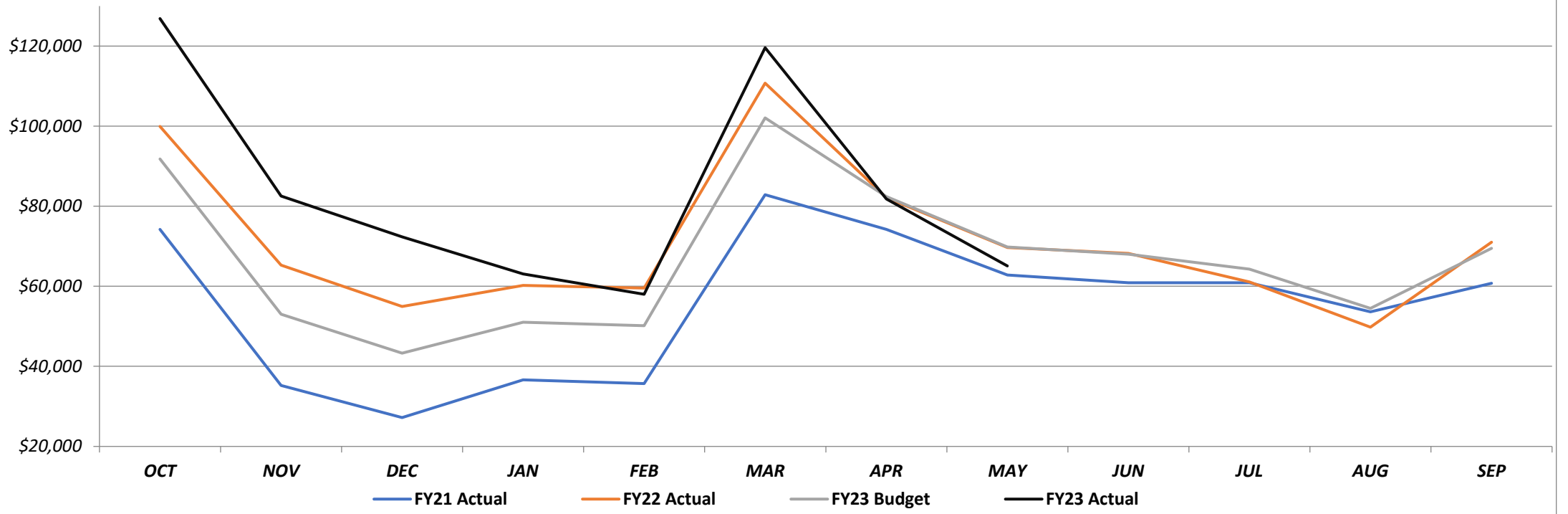
From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Texas Music Friendly Committee Report

Date: July 6, 2023

Kathrine will have a TMF Committee update at the meeting that will include plans for July's Summer Showcase, and discussions concerning a new quarterly music event.

**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
FY23 Actual	126,872	82,509	72,333	63,109	58,005	119,569	81,805	65,090					669,293

Visit Brenham DMO Fiscal Q3 Report

Presented to:
Tourism Advisory Board
July 13, 2023

Visit Brenham/WC Website



Search

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Things to Do ▾ Event Calendar ▾ Dining ▾ Lodging ▾ Shopping ▾ Beyond Brenham ▾



"Legendary past woven together with a modern vibe"

— Lonely Planet

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

	Views	Users	Views Per User:	Avg. Time of Engagement
April	96,555	43,703	2.21	44s
May	57,629	25,845	2.23	47s
June	61,213	23,639	2.59	1m 2s
Q3 TOTALS	215,397	93,187	2.34	51s

Most Visited Pages

	Page/Views	Page/Views	Page/Views
April	Wildflower Watch/ 14,220	Brenham BBQ Trail/ 10,953	Annual Spring Events/ 7,825
May	Brenham BBQ Trail/ 10,113	Calendar/ 5,347	Homepage/ 4,372
June	Summer Fun Blog/ 8,400	Calendar/ 5,941	Homepage/ 4,808

Visit Brenham/WC Website

Plan Your Visit

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

<input type="text" value="Check-In"/>	<input type="text" value="Check-Out"/>	<input type="text" value="All Lodging"/>	<input type="button" value="SEARCH"/>
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- Recently renewed contract with Book Direct (Simpleview)
- Top Q3 referrals were Scenic Hill Retreat, Far View, and Ant Street Inn
- Number of active STR's rose to 95, with 88 currently up to date - in the city limits
 - Number of lodging properties on website: 110

Visitor Center

	April 2023 / 2022	May 2023 / 2022	June 2023 / 2022	Q3 TOTALS 2023 / 2022
Walk-Ins	890 / 1229	415 / 434	554 / 442	1859 / 2105
Visitor Guides Mailed	266 / 299	218 / 286	120 / 248	604 / 833
Phone Calls	197 / 205	143 / 71	123 / 80	463 / 356

Partner & Visitor Experiences

- Took over responsibility for group tours
- Reached over 400,000 views on WW Map
- Hosted Local Tourism Day at the VC
- Meetings and communications with film production company & affected businesses
- Planning Summer Showcase with TMF Committee; rack cards distributed



Summer Showcase
Local Musicians Heat Things Up in Alamo Alley Each Night Before Hot Nights, Cool Tunes
5:00 pm - 6:30 pm
115 W. Main St. - Downtown Brenham
Come out and listen to the sounds of local talent! Cool adult beverages will be available for purchase and air conditioned restrooms are just steps away in The Barnhill Center.

July 8
Rob Moorman Band
An eclectic blend of classic tunes from all genres from the 50s, 60s, and 70s. In addition, they also play several originals.

July 15
Jake Wayton
An Americana Troubadour as well as an accomplished writer and performer, Jake's sound has been influenced by Neil Young, Billy Joe Shaver and John Prine.

July 22
Ryann Elise
Ryann's powerful vocals are brimming with hope and warmth as she performs a delightful variety of her own music and expertly covers others, too.

July 29
Gary Durrenberger
Sincere, soulful tunes that represent our triumphs and struggles. Gary sings his heart out and sleeps with a clean conscience.

Sundown Showcase made possible through the work of:
Visit **BRENHAM** Burton • Chappell Hill Independence • Washington
TEXAS MUSIC FRIENDLY COMMUNITY
BRENHAM TEXAS

Summer Showcase
Brenham is a proud Texas Music Friendly Community Since 2021!

Our night air is filled with sounds from talented musicians around the state and beyond. Venues in Brenham and around Washington County showcase popular performers and bands you won't want to miss!

Here is just a sample of local venues with regular scheduled live performances:

- Brazos Valley Brewing Company
- HSF Biergarten
- Floyd's Lounge
- Nathan's BBQ
- Grapevine on Main in Chappell Hill
- White Horse Tavern in Burton

For more information or a full list of events and venues, please check out our website at: VisitBrenhamTexas.com, or scan this code

Visit **BRENHAM** Burton • Chappell Hill Independence • Washington
VisitBrenhamTexas.com • 979.337.7580

Partner & Visitor Experiences

- Provided 295 group visitor bags
- Attended ribbon cuttings for:
 - Hummingbird Hill
 - Lacey Farms
- Attended TITR Board meeting
- Completed 3rd year of Travel & Tourism College – beginning Capstone Project
- Started planning for 2024 Visitor Guide
- Participated in Summer Sip
- Hosted 6 Fire Museum Tours



E-Newsletter



Spring Has Sprung in Brenham & Washington County!

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

Featured Events

Bathurst Festival
 The Bathurst Festival is one of the most exciting events in the area, featuring a variety of activities, including horse racing, live music, and more. The Bathurst Festival has been identified as the "Year's Top Event" by the *Fort Worth Star-Telegram*.

Burton Culture Day Festival
 In Burton, the 10th Burton Culture Day Festival is a celebration of the town's rich history and culture. The festival features a variety of activities, including live music, dance, and more. The festival is a great way to enjoy the outdoors and spend time with family and friends.

Independence Historical Society Open House
 The Independence Historical Society is proud to host an Open House for the public. The event features a variety of activities, including live music, dance, and more. The event is a great way to enjoy the outdoors and spend time with family and friends.

Burtonville Plantation Historic Site Events
 Looking to the Quarter April 1-2
 Lane of Liberty May 1-2
 Home of Hope June 1-2
 Mark Twain July 1-2
 Home, Halls & Garden Walk



Experience Art & Culture in Brenham & Washington County!

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

Featured Events

Method Celebration
 The Methodist Church is proud to host a Method Celebration. The event features a variety of activities, including live music, dance, and more. The event is a great way to enjoy the outdoors and spend time with family and friends.

Celebrating Month's Spring Fling Event
 The town will get into the spirit of the season with a variety of activities, including live music, dance, and more. The event is a great way to enjoy the outdoors and spend time with family and friends.

Plan Your Spring '18
 Plan your spring activities in Brenham and Washington County. The event features a variety of activities, including live music, dance, and more. The event is a great way to enjoy the outdoors and spend time with family and friends.

Burtonville Plantation Historic Site Events
 Looking to the Quarter April 1-2
 Lane of Liberty May 1-2
 Home of Hope June 1-2
 Mark Twain July 1-2
 Home, Halls & Garden Walk

Mark your calendar for more Fall!



Summer is Heating Up in Brenham & Washington County!

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

Featured Events

Summer Day
 The town will get into the spirit of the season with a variety of activities, including live music, dance, and more. The event is a great way to enjoy the outdoors and spend time with family and friends.

Country Club Open Car & Truck Show
 The Country Club is proud to host an Open Car & Truck Show. The event features a variety of activities, including live music, dance, and more. The event is a great way to enjoy the outdoors and spend time with family and friends.

Annual Judge John S. Houston Foundation Golf Tournament
 The Annual Judge John S. Houston Foundation Golf Tournament is a great way to enjoy the outdoors and spend time with family and friends. The event features a variety of activities, including live music, dance, and more.

Historic Downtown Burtonville Plantation
 The Historic Downtown Burtonville Plantation is a great way to enjoy the outdoors and spend time with family and friends. The event features a variety of activities, including live music, dance, and more.

Burtonville Plantation Historic Site Events
 Looking to the Quarter April 1-2
 Lane of Liberty May 1-2
 Home of Hope June 1-2
 Mark Twain July 1-2
 Home, Halls & Garden Walk

Local Farms & Animal Markets
 The local farms and animal markets are a great way to enjoy the outdoors and spend time with family and friends. The event features a variety of activities, including live music, dance, and more.

E-Newsletter

	April	May	June
Sent/ Successful	10,447 / 10,252	10,439 / 10,224	10,589 / 10,349
Open Rate*	37.3%	40.2%	37.2%
Click Rate**	2.8%	2.1%	2.4%
Top Clicks	<ul style="list-style-type: none"> • Bluebonnet Festival • Homepage • Event Calendar • Independence Open Houses 	<ul style="list-style-type: none"> • Maifest • Event Calendar • Homepage • Chappell Hill Artwalk 	<ul style="list-style-type: none"> • Summer Sip & Artwalk • Cotton Gin Classic Car Show • 3 WOB events

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

“Happenings This Week”

**More than 75
live music
performances
promoted in Q3!**



JUNE 7 - JUNE 11, 2023

WEDNESDAY

- Wine Down Wednesday at HSF Biergarten
- Hoppy Hour Wednesday at Brazos Valley Brewing Co.
- Whiskey Wednesday at Brown Water Cigar Bar
- Beer Wednesday at Floyd's Lounge
- Wine Down Wednesday at Main Street Uncorked
- Trivia Night at 30 North Gastropub

THURSDAY

- Martini Thursdays at Main Street Uncorked
- Throwback Thursday at Wine Bar Brenham
- Trivia at Brazos Valley Brewing Co.
- Unity Theatre Presents: Godspell

FRIDAY

- Friday Vibes with Cathey Bolin Live at Brazos Valley Brewery
- Friday Night Music with Tallgate Poets Live at Nathan's BBQ
- Ronny Herrmann, The Guitar Man Live at Grapevine on Main
- Ryann Elise Live at Floyd's Lounge
- Lighnin' Ben & The Thunder Live at HSF Biergarten
- Unity Theatre Presents: Godspell

SATURDAY

- Fifth Annual Cotton Gin Classic Car & Truck Show in Burton
- Summer Sip & Art Walk in Downtown Brenham
- Live Demonstrations at Washington-on-the-Brazos
- Antique Carousel Rides at Fireman's Park
- Games Day at Wine Bar Brenham
- Trick Myers Live at Brazos Valley Brewing Co.
- Brazos County Line Live at Grapevine on Main
- Tapestry: The Carole King Songbook performs at The Barnhill Center
- Unity Theatre Presents: Godspell
- Erik Flores Live at Floyd's Lounge
- Smic's Dog & Pony Show Live at HSF Biergarten

SUNDAY

- Live Demonstrations at Washington-on-the-Brazos
- Antique Carousel Rides at Fireman's Park
- Americana Brunch with Mary-Charlotte young Live at HSF Biergarten
- Taylor Swift Trivia at Brazos Valley Brewing Co.
- Unity Theatre Presents: Godspell



JUNE

- BINGO Nite at HSF Biergarten
- Unity Theatre Presents: Godspell
- An Evening with Ashton Cigars at Brown Water Cigar Bar
- James Garland Duo Live at Brazos Valley Brewing Co.
- Taylor Graves Live at Grapevine on Main
- Robert Kuhn Live at Floyd's Lounge
- Trey Yenger Live at HSF Biergarten
- Juneteenth Opening Ceremony & Parade in Downtown Brenham
- Chappell Hill Father's Day Beer & Sausage Festival
- Farmers Market at Chappell Hill Luxury RV Resort
- Erik Flores Live at Brazos Valley Brewing Co.
- Sam Brown Band Live at Grapevine on Main
- Ariana Ortiz & Mark Lafon Live at Floyd's Lounge
- Jennifer Harrold Live at HSF Biergarten
- Movies in the Park at Henderson Park
- Vinyl Radio performs at The Barnhill Center
- Lightning Ben Live at Floyd's Lounge
- Annual Judge Eddie E. Harrison Juneteenth Heritage Celebration at Washington-on-the-Brazos
- Paige Lewis Live at Floyd's Lounge
- Wine 101: Chile at HSF Biergarten
- Ronda Ray Live at Brazos Valley Brewing Co.
- Dan Golvach Live at Grapevine on Main
- Ryann Elise Live at Floyd's Lounge
- Robert Nathan Taylor Live at HSF Biergarten
- Brenham Fire Museum is open on Saturdays
- Antique Carousel Rides at Fireman's Park

JULY

- First Friday Farmer & Artisan Market in Downtown Brenham
- Burton Farmers & Artisans Market
- Chappell Hill Annual Independence Day Parade and Festivities
- Summer Showcase in Alamo Alley
- Hot Nights, Cool Tunes in Downtown Brenham
- Christmas in July at Floyd's Lounge
- Farmers Market at Chappell Hill RV Resort
- Unity Theatre Presents Jack and the Beanstalk

AUGUST

- First Friday Farmer & Artisan Market in Downtown Brenham
- Burton Farmers & Artisans Market
- Chappell Hill Wine & Cheese Crawl

Group Sales

- Hosted Corvair Club 25th Reunion event
- Presented Visit Brenham info to high school hospitality class
- Learned from RFP for Texas Municipal League meeting. May lead to other opportunities
- Visiting with Huddle Up group to see how to benefit from growing sports tourism



Group Sales

THE WEEKLY WEDDING BUZZ E-NEWSLETTER

FEATURES + REAL WEDDINGS-



8 Nature-Filled Venues With Stunning Views

There is nothing like the rolling hills of Texas. From modern barn receptions to alfresco fetes under the starry sky, [see our list of 8 Houston-area wedding venues brimming with wooded or country views.](#)

PHOTO: JENNA ROUTH PHOTOGRAPHY | VENUES: [DEEP IN THE HEART FARMS](#) | [VIST BRENHAM](#) | [THE HUNDREDD](#) | [DAKS WEDDINGS & EVENT CENTER](#) | [BIRSCOE MANOR](#) | [TELLODGE & EVENTS](#) | [SAGE HILL INN & SPA](#) | [HWATT REGENCY HILL COUNTRY RESORT AND SPA](#) | [THE MANSION AT COLONATA](#) | [HWATT REGENCY LOST PINES](#)

- Working on group sales marketing plan for next year
- Planning to attend Connect Texas – for one-on-one meetings with Travel Planners looking for Texas conferences
- Meeting with our CRM system company, iDSS, to discuss updates
- Great coverage of area in partnership with Weddings in Houston – of venues and some local events

Group Sales

THE WEEKLY WEDDING BUZZ E-NEWSLETTER

FEATURES • REAL WEDDINGS •



8 Stunning Filled Venues With Stunning Views

There is nothing like the rolling hills of Texas. From modern barn receptions to alfresco bites under the starry sky, [see our list of Houston area wedding venues known for wooded or country views.](#)

PHOTO: JENNA HOLBY PHOTOGRAPHY | VENUE: DEEP IN THE HEART FARMS | GROOMSMEN: THE STANFORDS | DRESS: ALEXANDRA & PONY | CAJON | BRIDESMAIDS: TULSA | Brides | GROOMSMEN: THE STANFORDS | VENUE: DEEP IN THE HEART FARMS | GROOMSMEN: THE STANFORDS | DRESS: ALEXANDRA & PONY | CAJON | BRIDESMAIDS: TULSA | Brides | GROOMSMEN: THE STANFORDS

GET INSPIRED

FIND WEDDING PLANNING INSPIRATION WITH THESE [REAL HOUSTON WEDDINGS](#)

Gilda + Kaleb

Gilda and Kaleb had a traditional pastel-themed wedding at the [Brenham venue, Deep in the Heart Farms](#). With this gorgeous hill country venue, Gilda and Kaleb's wedding was unforgettable. [Read on.](#)



PHOTO: JESSICA KENT PHOTOGRAPHY | VENUE: [Deep in the Heart Farms](#) | CWP: [Visit Brenham](#)

GET INSPIRED

FIND WEDDING PLANNING INSPIRATION WITH THESE [REAL HOUSTON WEDDINGS](#)

An Elegant Country Wedding at Deep in the Heart Farms

The vast, open fields and beautiful Texas sunsets of the wedding venue, [Deep in the Heart Farms](#), served as a breathtaking backdrop for Emily and Will's wedding day. On February 18, 2022, soulmates Emily and Will pledged their love with a peach-toned countryside wedding surrounded by their loved ones. [Click to get inspired by this country chic wedding.](#)



PHOTO: JENNA HOLBY PHOTOGRAPHY | VENUE: [Deep in the Heart Farms](#) | GROOMSMEN: THE STANFORDS

EDITORIAL FEATURES - HOUSTON WEDDING BLOG

EVENTS THIS WEEK

[VIEW](#) UPCOMING OPEN HOUSES, TRUNK SHOWS, AND WEDDING EVENTS



JUNE 9 - [THE POST OAK HOTEL AT UPTOWN HOUSTON - THE POST OAK WINE EXPERIENCE](#)

JUNE 10 - [VISIT BRENHAM - SUMMER SIP N' SHOP](#)

JULY 8, 15, 22 & 29 - [VISIT BRENHAM - HOT NIGHTS COOL TUNES](#)



8 Texas Wedding Venues with Country Views



Brenham

Deep in the Heart Farms



PHOTO: JENNA HOLBY PHOTOGRAPHY | VENUE: DEEP IN THE HEART FARMS | GROOMSMEN: THE STANFORDS

Deep in the Heart Farms is located on 150 acres of gently rolling hills in Brenham, TX, a small town with a budding art and music scene. Pledge your love in the venue's light and bright chapel and dance the night away in the modern event barn featuring stunning views of the Brenham countryside. The four-generation-owned farm offers an unforgettable setting for your big day.



Social Media

SOCIAL MEDIA QUARTERLY REPORT



APRIL 2023 - JUNE 2023



Total Impressions

1,145,286

284K
Increase from previous quarter



INSTAGRAM FOLLOWERS

9,950 followers

252

Increase from previous quarter



FACEBOOK FOLLOWERS

23,161 followers

355

Increase from previous quarter

Social Media



**SOCIAL MEDIA
QUARTERLY REPORT**

 **INSTAGRAM**
Most Popular Posts


734 Likes
10,441 Impressions


295 Likes
8,640 Impressions

Social Media

SOCIAL MEDIA QUARTERLY REPORT



APRIL 2023 - JUNE 2023



FACEBOOK Most Popular Posts

Post 1:
Visit Brenham/Washington County, Texas is in Washington County, Texas.
Apr 3 · 🌐
Sunshine is not required for stunning views of this year's wildflower show!
... See more



👍 10,120 Likes
👉 849 Shares
👁️ 266,135 Impressions

Post 2:
Visit Brenham/Washington County, Texas is in Independence, Texas.
Apr 30 · 🌐
The bluebonnets are going to seed now, but what a spectacular show they gave this spring! This gorgeous capture by @vhrphotography was taken in Ind... See more



👍 7,115 Likes
👉 906 Shares
👁️ 315,673 Impressions

Digital Marketing

Madden | Media Performance - June 2023


SEM Leisure

in form fields

OVERALL PERFORMANCE


45,737 CLICKS
146% TO GOAL OF 31,250 CLICKS


CAMPAIGN PERFORMANCE

 3,895 Clicks

 23.37% CTR
BENCHMARK: 9.99%

 3,242 Conversions

 Top Ad Group: Things To Do

-  Top Keywords:
1. Brenham TX Attractions - 435 Clicks; LOCALS: Brenham calendar of events - 165 Clicks
 2. What to do in Brenham TX - 310 Clicks; LOCALS: Brenham texas events - 107 Clicks
 3. Restaurants in Brenham TX - 306 Clicks; LOCALS: 4th of July Brenham TX - 106 Clicks

INSIGHTS



- Clicks & CTR details:
 - Locals: 992 Clicks, 25.54% CTR
 - Leisure: 2,903 Clicks, 22.71% CTR

Ad	Status	Impressions	Clicks	CTR
Fun Things to Do in Brenham Arts & Culture in Brenham TX Outdoors, Museums & More Ad visitbrenhamtexas.com/things-to-do	Enabled	3,089	1,041	33.70%
Brenham TX Calendar of Events Upcoming Events in Brenham In Brenham & Washington County Ad www.visitbrenhamtexas.com/events	Enabled	1,801	617	34.26%

Digital Marketing

Madden | Media Performance - June 2023

Meetings SEM

OVERALL
PERFORMANCE

3,916 CLICKS
117% TO GOAL OF 3,333 CLICKS

CAMPAIGN PERFORMANCE



189 Clicks



Top Keywords:



6.20% CTR

BENCHMARK: 4.70%

1. Texas Venues - 88 Clicks
2. Texas Banquet Hall - 41 Clicks
3. Brenham Venues - 33 Clicks

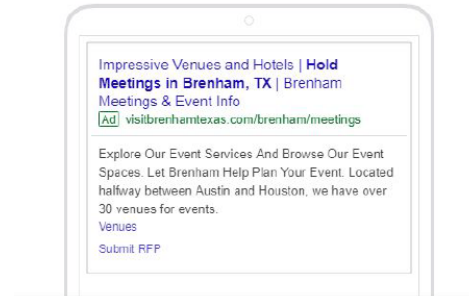


54 Conversions

INSIGHTS



- Top User Markets by Region:
 - DFW (32% of clicks)
 - Houston (30% of clicks)
 - Brenham (20% of clicks)



Ad	Status	Impressions	Clicks	CTR
Enabled	Not eligible	3,048	189	6.20%

Note: "Not eligible" due to the campaign now being over.

Digital Marketing

Madden | Media Performance - June 2023

Responsive Display

OVERALL PERFORMANCE

45,591 CLICKS; 3,240,230 IMPs.
258% TO GOAL OF 17,646 CLICKS
62% TO GOAL OF 5,202,246 IMPs.

CAMPAIGN PERFORMANCE



76,471 Impressions



2,772 Clicks



3.62% CTR
BENCHMARK: 47%



317
Conversions

INSIGHTS



- Top User Market: DFW (30%)
- Top In-Market Audiences: Fairs and Festivals, Music Festivals, and Local Events



Summer Fun is Here



Enjoy endless summer fun.
Mouthwatering BBQ, award-winning
wines, live music & more!



Digital Marketing

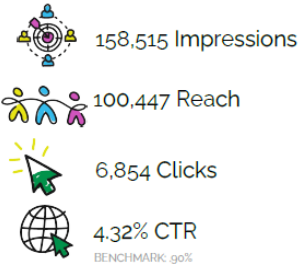
Madden | Media Performance - June 2023

Meta CTS

OVERALL PERFORMANCE

67,732 CLICKS
316% TO GOAL OF 21,429 CLICKS

CAMPAIGN PERFORMANCE



Ages 21-35



98,353 IMPRESSIONS
59,933 REACH
4,323 CLICKS
4,452 ENGAGEMENTS
4.40% CTR

Ages 36+



60,162 IMPRESSIONS
38,686 REACH
2,531 CLICKS
2,978 ENGAGEMENTS
4.21% CTR

INSIGHTS



- Ages 21-35: 97% of clicks are from men
- Ages 36+: 66% of clicks come from women, majority 65+

Digital Marketing

Madden | Media Performance - June 2023

Pinterest


OVERALL
PERFORMANCE


8,240 CLICKS
184% TO GOAL OF 4,457 CLICKS

CAMPAIGN PERFORMANCE

 249,411 Impressions

 1,852 Clicks

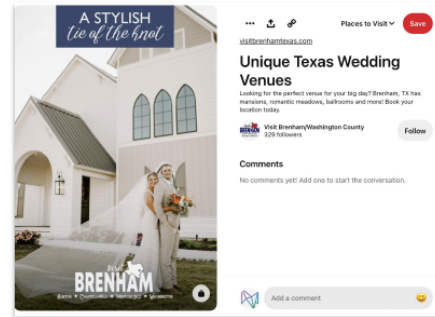
 0.74% CTR
BENCHMARK: 22%

 71 Saves

INSIGHTS



- Pins received a total of 2,413 engagements
- More users engage within age groups 18-34 and 55-64



156,626 IMPRESSIONS

912 CLICKS

1,287 ENGAGEMENTS

16 SAVES

Digital Marketing

Madden | Media Performance - June 2023

Google Video

OVERALL PERFORMANCE

187,516 VIEWS
187% TO GOAL OF 100,000 VIEWS

CAMPAIGN PERFORMANCE



87,270 Impressions



50,533 Views

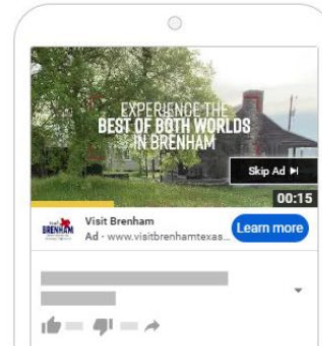


57.90% View Rate
BENCHMARK: 29.6%

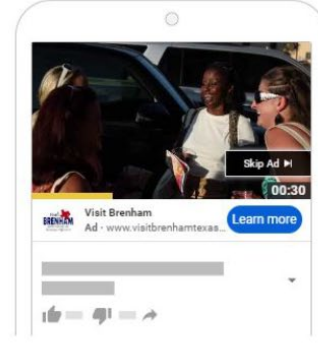
INSIGHTS



- Top User Markets by State:
 - Texas (69%)
 - Louisiana (11%)
 - Oklahoma (8%)



80,715 IMPRESSIONS
46,259 VIEWS
57.31% VIEW RATE



6,555 IMPRESSIONS
4,274 VIEWS
65.20% VIEW RATE

Print Ads

Summertime is a "Goodtime"
When You Visit Texas' Favorite Hometown!

133rd Brenham Maifest
May 5-6

Summer Stip & Art Walk
June 10

Juneteenth Parade
June 17

Don't Miss these Fun Events, plus ...

Washington-on-the-Brazos Juneteenth Heritage Celebration - June 24th
Chappell Hill Independence Day Parade - July 4th | Hot Nights Cool Tunes FREE Concerts July 8, 15, 22, 29

visit **BRENHAM** BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON

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

Pack your bags, you're going to want to stay and make
Summertime Memories

HOT NIGHTS COOL TUNES
FREE OUTDOOR CONCERTS plus CAR SHOWS
SATURDAY NIGHTS - JULY 8, 15, 22, 29 - DOWNTOWN BRENHAM

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

WE WILL MAKE YOUR NEXT MEETING A FUN, FRIENDLY & SWEET EXPERIENCE!

Enjoy small town hospitality with big time amenities.
The Barnhill Center is perfect for up to 200 attendees with 5 meeting space options.

Fully renovated (1975) Bullock Jackson, complete with the latest technology — progress and functional.

You can't visit Brenham without enjoying Blue Bell Ice Cream — from our complimentary Sundae Bar, of course!

Morris Hall in the Barnhill Center, is one of five meeting spaces, giving blowers a variety of space.

visit **BRENHAM** BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON

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

visit **BRENHAM** BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON Texas Monthly & Texas Highways
May

Texas Monthly & Texas Highways
July

Meet Texas
Summer
Tourism & Marketing Report

Print Ads



Washington County's Strong Tourism Impacts
Employment • Business Growth • Local Economy

Tourism is a quiet industry that co-exists and works seamlessly within our community. As part of the celebration for National Travel and Tourism Week, we are recognizing the people and businesses in our community who work diligently to ensure our visitors have a great experience. Hats off to everyone who has helped make tourism a big success in our area — attractions, shops/artists, restaurateurs, bartenders, all staff, volunteers and friendly locals!



860+
Tourism Jobs*

*Columbiandiscovery.com/destinations



\$127.9 Million
Direct Travel Spending*

*Purchases by tourists during their trip including lodging, taxes and other fees paid at the point of sale.



10.1 Million
Tax Receipts*

*Tourism dollars add to the quality and health of our communities throughout Washington County.

Join Us for Local Tourism Day!
Come & Go Celebration | May 16 • 4p - 6p

Washington County Visitor Center
 115 W. Main St. • Downtown Brenham



115 W. Main St. • Brenham, TX 77833 • 979.337.7580 • VisitBrenhamTexas.com

Tourism Week Promotion

So Proud to Be Considered

The Best of the Best!

Blue Bell Creameries
 Iconic Tourist Attraction
 Statewide

visit **BRENHAM** INDEPENDENCE WASHINGTON

96 West
 Small Market Restaurant

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

Austin Monthly

Thanks to countless hours of dedication by our Tourism Partners & Volunteers

People Love Visiting Washington County

40+
Annual Festivals/Events
Visitors reap their benefits for historic annual celebrations in Washington County!

1,686,875
Unique Visitors
Number of people who visited our area in 2022 and helped grow our economy.

5,606,613
Total Trips
This is the number of trips our unique visitors made to Washington County in 2022.

Join Us for Local Tourism Day!
Come & Go Celebration | May 16 • 4p - 6p

Washington County Visitor Center
 115 W. Main St. • Downtown Brenham

115 W. Main St. • Brenham, TX 77833 • 979.337.7580 • VisitBrenhamTexas.com

Tourism Week Promotion



Digital Ads



Texas Highways.com

Digital Ads

Summertime is a "Goodtime"
When You Visit Texas' Favorite Hometown!

Don't miss more fun, including ...

Juneteenth Parade - June 17
Chappell Hill Independence Parade - July 4
Hot Night Cool Tunes
FREE Concerts - July 8, 15, 22, 29




133rd Brenham Mai Fest
May 5-6

Summer Sip & Art Walk
June 10

Visit **BRENHAM**
Halfway between Houston & Austin

Summertime is a "Goodtime"
When You Visit Texas' Favorite Hometown!




133rd Brenham Mai Fest
May 5-6

Summer Sip & Art Walk
June 10

Don't miss the fun, including ...

Juneteenth Parade - June 17 | Chappell Hill Independence Parade - July 4
Hot Night Cool Tunes FREE Concerts - July 8, 15, 22, 29

Visit **BRENHAM**
Halfway between Houston & Austin

Pack your bags, you're going to want to stay and make some *Summertime Memories* including ...

DOWNTOWN BRENHAM
Summer Sip & Art Walk - June 10
Juneteenth Parade - June 17
Hot Night Cool Tunes
FREE Outdoor Concerts - July 8, 15, 22, 29

CHAPPELL HILL
Independence Parade - July 4




Summer Sip & Art Walk
June 10

Hot Night Cool Tunes
July 8, 15, 22, 29

Visit **BRENHAM**
Halfway between Houston & Austin

TourTexas.com

Digital Ads



Various Meeting Ads

“Skinny Banners”

Washington County's Strong Tourism Impacts
Employment • Business Growth
Local Economy

860+ Tourism Jobs
 Collectively, tourism-related jobs total over 775 County-wide, making it the second largest employer in the area.

\$10.1 Million Tax Receipts
 Tourism dollars add to the vitality and health of our communities throughout Washington County.

\$127.9 Million Direct Travel Spending
 Purchases by travelers during their trip including lodging, taxes and other taxes paid at the point of sale.

Visit **BRENHAM**
 BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON

Thanks to countless hours of dedication by our Tourism Partners & Volunteers

People Love Visiting Washington County

40+ Annual Festivals/Events
 Visitors mark their calendars for favorite annual celebrations in Washington County!

5,606,613 Total Trips
 This is the number of trips our unique visitors took to Washington County in 2022.

1,686,875 Unique Visitors
 Number of people who visited our area in 2022 and helped grow our economy.

Visit **BRENHAM**
 BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON

Hats Off, Shout Out, Kudos, Cheers, Wow Congrats!
2023 Winners

Blue Bell Creameries
 Iconic Tourist Attraction | Statewide

96 West Small Market | Restaurant

More Applause for our 2022 Winners

Floyd's Wine Lounge
 Small Market | Bar

Brenham/Washington County Visitor Center
 Mid Market | Visitor Center

Visit Brenham Social Media
 Mid Market | Social Media

Visit **BRENHAM**
 BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON

Displaying in the Visitor Center through the summer

Bonus Media/Advertorial

The Houston Chronicle USA • Apr 5 • 8:01 am

Brenham's Antique Rose Emporium blossoming under new owners

March 23, 2023 in Brenham. A Sombreuil Climber in bloom at the Antique Rose Emporium, on Thursday, March 23, 2023 in Brenham. The field o...

Reach 2M

Tag • Translate • Share



Texas Music Office @txmusicoffice
Twitter | US | today • 9:21 AM

The Annual #ChappellHillBluebonnetFestival in #chappellhilltx , is this weekend April 15-16! Located just outside of our #MusicFriendlyTexas Community of #brenhamtx there will be live music, shopping, food, drinks, and family fun. More info: <https://t.co/xaTQKGN0yc> <https://t.co/>

[chappellhilltx](#), [brenhamtx](#), [#ChappellHillTX](#), [#BrenhamTX](#)

15.2k Reach



Texas Music Office @txmusicoffice
Twitter | US | yesterday • 9:39 AM

The 34th Annual #BurtonCottonGinFestival is happening April 15th from 10AM-6PM in #burtontx , just outside of our #MusicFriendlyTexas Community of #brenhamtx @visitbrenham. This small town Texas festival is FREE & family friendly. More information: <https://t.co/1zoKYTKGpk> <https://>

[brenhamtx](#), [burtontx](#), [#BurtonTX](#), [#BrenhamTX](#)

15.2k Reach 4 Engagement 98 Views



Neutral

The Austin Chronicle Gerald E. McLeod • USA • May 4 • 3:04 pm

Day Trips & Beyond: May Events Roundup

Days May 4-14, Corpus Christi, www.bucdays.com Maifest May 5-6, Brenham, www.brenhammaifest.com Wine & Roses Festival May 5-7, Bryan, www.

Reach 676k

Tag • Translate • Share

Bonus Media/Advertorial

Visit The Original Blue Bell Creamery In Texas For Your Favorite Scoop

Taste the iconic Homemade Vanilla, straight from the source.

By [Kaitlyn Yarborough](#) Updated on May 4, 2023



PHOTO: JEFF GREENBERG / GETTY IMAGES

In the South, there is quite literally no bad time to enjoy Blue Bell ice cream. In fact, we insist on indulging in the Texas-based creamery's creations year-



MENU News Sports Features Obituaries Classifieds/Advertising Events Opinion Subscriber Hometown Best EFX.V

ADVERTORIAL

Saturdays in July are made for Hot Nights, Tunes in Brenham

May 15, 2023



Saturdays in July are made for Hot Nights, Cool Tunes in Brenham

Why? Why, for dessert, of course! Is it really a trip to [Brenham](#) if you don't visit Blue Bell Creameries? Remember, they say 'life is short...'

Reach 42k

Tag • Translate • Share

SECTION

- Automot
- Bridal
- Business
- Commun
- Educatio
- Espanol
- Family Li
- Fashion,
- Food, Re
- Gift Idea:

Bonus Media/Advertorial



HOME NEWS SPORTS WEATHER WTAW EN ESPAÑOL AUDIO COMM

The Brazos Valley Museum Trail Returns

June 13, 2023 Chelsea Reber



Graphic from <https://brazosvalleymuseumtrail.org/>

If you're looking for local activities this summer, check out the Brazos Valley Museum Trail.

Stephanie Dughdghneminnier, Director of the Chappell Hill Historical Society, says you can visit 16 participating locations on the trail.



STAR
HOUSTONCHRONICLE.COM • MONDAY, JUNE 26, 2023 • PAGE A8

PRESERVATION

Washington-on-the-Brazos Historical Site includes a replica of Independence Hall, where 39 delegates signed the Texas Declaration of Independence in 1836.

Washington-on-the-Brazos to undergo \$44M restoration

Work at one of the state's most historic sites will give visitors a whole new experience

By Diane Coates
staff writer

One of the state's most important places, the Washington-on-the-Brazos Historical Site, will soon bring a new look to the site. The state's largest historical site is set to undergo a \$44 million restoration project to repair and enlarge the place where, in 1836, 39 delegates wrote and signed the Texas Declaration of Independence as revolution unfolded all around them.

The Washington-on-the-Brazos Historical Site is located in Washington, Texas, about 100 miles from Austin. The site is a National Historic Landmark and is one of the most important sites in Texas history. The site is a National Historic Landmark and is one of the most important sites in Texas history. The site is a National Historic Landmark and is one of the most important sites in Texas history.

The restoration project is being led by the Texas Historical Commission and is expected to be completed by 2025. The project will include the restoration of the Independence Hall, the reconstruction of the original site, and the creation of a new visitor center. The project will also include the installation of new exhibits and the creation of a new interpretive program.

The project is being funded by the Texas Legislature and is expected to create jobs and boost the local economy. The project is also expected to increase the number of visitors to the site and to provide a new and improved experience for all visitors.

The Barnhill Center - Rentals

HDL Customer Event & Cinco de Mayo luncheon

Texas Leadership Summit Meeting

Data Projections Customer Event

Anniversary Party, Rehearsal Dinners and Receptions, Graduation Parties and Photo Shoots

St. Paul's Theatre Event – full facility

Various meetings, including HDL, C12, Healthcare Provider

Hosted TITR



The Barnhill Center - Entertainment



Southern Raised

One Night in Memphis

T. Graham Brown

Gunhild Carling

Tapestry – Carole King

Vinyl Radio

Preparing for August 13 Gospel Show

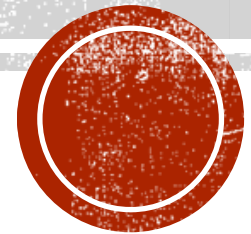
Just Around the Corner...

Saturdays, July 8, 15, 22, 29
TMF Summer Showcase
5:00 pm – 6:30 pm before Hot Nights

**Wednesday & Thursday,
August 2-3:**
Filming in Downtown Brenham



2024 EXPO BUDGET



ON GOING PROJECTS

- Facility Sound System
 - Barns 1,2,3 and SF due for completion by Aug 1
 - Event Center is complete
 - Remaining structures to be completed by December
- Fair 2024
 - Prospect Show first weekend
 - ABBA Second weekend
 - Fair third weekend
 - Bidding out janitorial supplies
 - Prep meeting on Thursday
 - RV/ Simi-parking notices going out next week
- Master Plan
 - Committee met and agreed to the SOW
 - Waiting on GrantWorks for approval
- Solar Generator (DSE)
 - Looking for grants
 - Developed scalable proposals



DEPARTMENT STATS

(As of 6/21/2023)

Building Usage	2022	2023
Event Center	182	184
VIP	194	130
Barn 1	83	81
Barn 2	131	134
Barn 3	113	145

Lost Revenue	2022	2023
Space	\$35,900.00	\$77,975.00
Services	\$49,950.00	\$92,970.00
Total	\$85,850.00	\$170,945.00

	2023*	2022
Business	8	7
Equestrian	9	6
Livestock	20	21
Other	7	39
Party	38	42
Quinceanera	14	15
TOTAL	96	130



REVENUES COMPARISON

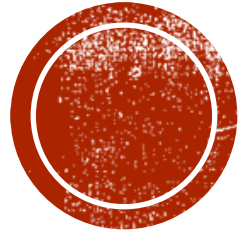
	2022	2021	2020	2019
Fairgrounds Rentals	\$140,784.77	\$120,949.75	\$65,936.80	\$110,236.96
Civic Center Rental	\$25,732.50	\$2,790.00	\$16,906.50	\$33,912.00
VIP Room Rental	\$16,455.00	\$6,385.00	\$6,260.00	\$10,937.00
Fair Office Rental	\$4,608.00	\$4,608.00	\$4,608.00	\$2,688.00
Fair Event Revenue	\$40,000.00	\$23,551.10	\$0.00	\$0.00
Expo Deposits	\$11,180.00	\$2,100.00	N/A	N/A
RV Rentals	\$15,186.50	\$21,410.00	\$24,260.00	\$23,230.00
Totals	\$253,946.77	\$181,793.85	\$117,971.30	\$181,003.96



ALTERNATIVE REVENUE SOURCES

- **Increased Horse Stalling** Current average is \$7,000 a year
- **Alcohol concessions for enclosed spaces**
- **Livestock Sale Percentages 2% of Gross**
- **Event Production**
 - **Markets**
 - **Livestock Shows**
 - **Equine Shows**





ADDITIONAL STAFFING REQUEST

RENT LABOR & HOUR USAGE

	Contract Labor	Full Time OT
2022 Hours	825	607.80
2021 Hours	1,539	102.50
2020 Hours	1,660	30
2022 Costs <small>(Avg \$25-\$35 Per Hour)</small>	\$22,352.50	\$18,961.64
2021 Costs <small>(Avg \$25 Per Hour)</small>	\$31,328.60	\$3,227.10
2020 Costs <small>(Avg \$15 Per Hour)</small>	\$24,900.00	\$819.06

Director Hours	
Month	Total
May	307.02
June	238.40
Yearly	3,272 ^{ish}

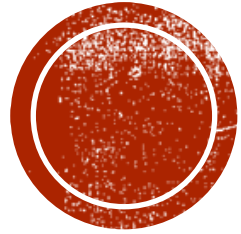
Current/ Projected CL	
2023	\$35
2024	\$50
2025	\$60

	Yearly Totals	
	Total Hours	Total Staffing Costs
2022	1,432.80	\$41,314.14
2021	1,641.50	\$34,555.70
2020	1,690	\$25,719.06

Avg OT \$30.57	Hr Rate	OT Rate
Maintenance	\$17.17	\$25.75
Maintenance Supervisor	\$22.00	\$33.00
Event Coordinator	\$21.99	\$32.98

Total Hours worked	11,524.24
Max Comp Hours/	2080
Total # of employees	5.54





CAPITAL EQUIPMENT REQUESTS



75HP TRACTOR

*OPEN CAB

	Weight	Cash Bid	0% Finance	Payment M/Yr
Kubota	5,027lbs	\$43,704.96*	NA	NA
Case IH Farmall 75C	7,338lbs	\$56,616.70*	NA	NA
John Deer 5075E	8,000lbs	\$43,699.00	\$45,899.00	\$792.29/\$9,507.53
Mahindra 6075	8,626lbs	\$42,990.00	\$45,890.00	\$764.83/\$9,177.99



SHREDDER

WCT

- Landpride 12'
- \$18,801.70



John Deer

- FC12E 12'
- \$17,249.00



ARENA DRAG & WATER RIG

Kiser

- 8' Drag with Water
 - \$16,000.00



Black Widow

- 8' Drag
 - \$10,000.00



Premier Equestrian

- 1010 Gallon Water Rig
 - AG \$13,000
 - DOT \$16,000



501 C (3) AGREEMENT

PURPOSE OF THE AGREEMENT: TO PROVIDE 1 DAY RENTAL FOR ANY NON-FUNDRAISING ACTIVITY THAT IS PRIMARILY INSTRUCTIONAL OR EDUCATIONAL IN NATURE

▪ **Current Users on the Agreement**

- Wash Co Extension
- Wash Co 4-H Clubs
- Wash Co Adult Leaders
- Brenham FFA
- Burton FFA
- Boy Scouts of America
- Girl Scouts of America
- Brenham ISD and recognized Organizations
- Burton ISD and recognized Organizations
- Brenham Christian Academy and recognized organizations
- Blinn College and Recognized Organizations
- Washington County Youth Soccer Association
- Washington County Youth Baseball Association
- Brenham Maifest
- Brenham State School and Recognized Organizations
- Washington County
- City of Brenham
- City of Burton
- Washington County Peace Officer Association
- Chamber of Commerce in Washington County
- Washington County Tourism Bureau
- Faith Mission





AGENDA ITEM 12

To: Tourism Advisory Board
From: Jennifer Eckermann, Tourism & Marketing Director
Subject: Administrative Report
Date: July 6, 2023

We'll have some general tourism updates for you at the meeting.