



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, OCTOBER 26, 2023, AT 9:00 AM  
MORRISS HALL, THE BARNHILL CENTER  
106 S DOUGLAS  
BRENHAM, TEXAS**

**1. Call Meeting to Order**

**2. Public Comments**

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

**REGULAR SESSION**

**3. Discuss and Possibly Act Approval of Minutes from July 13, 2023 Tourism Advisory Board Meeting**

**WORK SESSION**

**4. Visit Brenham Staff Update**

**5. Update on Hosting of the Smithsonian's Museum on Main Street Participation**

**6. Texas Music Friendly Update**

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

**8. Visit Brenham DMO Fiscal Year Q4 Report**

**9. Washington County Expo Report**

**10. Administrative Report**

**11. Adjourn**

**CERTIFICATION**

I certify that a copy of the October 26, 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, October 23, 2023, at 8:07 am.

*Nancy Joiner*

Tourism and Marketing Coordinator

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

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

## 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 Members 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 included twice as voting once. The correction will be made.

A motion was made by Board member Shoup and seconded by Board member 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	<b>Absent</b>
Jean Shoup	Yes
Jenny Van Dorf	<b>Absent</b>
Stacey Walters	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	<b>Absent</b>

## **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 29<sup>th</sup> to discuss possible 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 Museum 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 Historical Explorers group. The Museum 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 there are also discussions of 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 Joslove from Texas Hotel and Lodging Association. The next Tourism Advisory Board meeting will be on October 19<sup>th</sup> 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.

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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: Visit Brenham Staff Update

Date: October 20, 2023

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I am sad to report that Group Sales Manager Hannah Mertz will be leaving Visit Brenham. Her last day will be November 3.

Hannah's baby is due in January and she and her husband decided that Hannah will be a stay-at-home mom.

All of us on the Visit Brenham team are happy for her, and grateful for the great work she did while with us!

We are in the process of working with HR to refine the job description, and plan to post the position no later than November 3.

In addition, we have budgeted to hire additional part-time help to fill in on weekends, and as needed.

We look forward to introducing some new Visit Brenham staff to you at our next meeting.



## AGENDA ITEM 5

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Update on Smithsonian's Museum on Main Street (MoMS) Participation

Date: October 20, 2023

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Initial planning is underway for our hosting of the Smithsonian's *Crossroads: Change in Rural America* exhibit, and the local exhibits and cultural programming and activities that are part of our participation in the Museum on Main Street (MoMS) program.

Preliminary plans for local exhibits are being formed by a focus on the following goals included in our application:

- Celebrate 100<sup>th</sup> Anniversary of the Simon Theatre (2025)
- Share untold stories of our history
- Increase Heritage Tourism in the City of Brenham and Washington County

Our partnership with the Smithsonian and the Heritage Tourism Program of the Texas Historical Commission includes workshops and project planning training that will continue into next spring.

We've started gathering community partners who will be participating in some way with programming and activities that will be promoted during, and even before, the Smithsonian exhibit is in town.

In addition, Kathrine Briscoe will be heading up our Community Partner Committee, and we will be meeting with each community to discuss and determine how, and at what level, they each would like to participate.

Honestly, this could be a full-time job, and it can be a bit overwhelming, but the exciting thing for those of us involved so far, is the knowledge that even after the Smithsonian exhibit leaves, we will have exhibits and activities that will be a permanent part of our heritage tourism offerings.





## AGENDA ITEM 6

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Texas Music Friendly Update

Date: October 20, 2023

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Due to being a bit short-staffed into the end of the year, the weekend covering the Texas Arts & Music Festival will be the last Washington County Live program for 2023.

Once we get fully staffed again, we will meet with the Texas Music Friendly Committee to discuss the program moving forward.

We believe it's a great opportunity to promote our live music venues and the musicians performing, but it is a time-consuming business to always have to search for information. We plan to discuss options with the committee.

In addition, we will be discussing whether to get sponsors for the Summer Showcase and other TMF related events.



**AGENDA ITEM 7**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

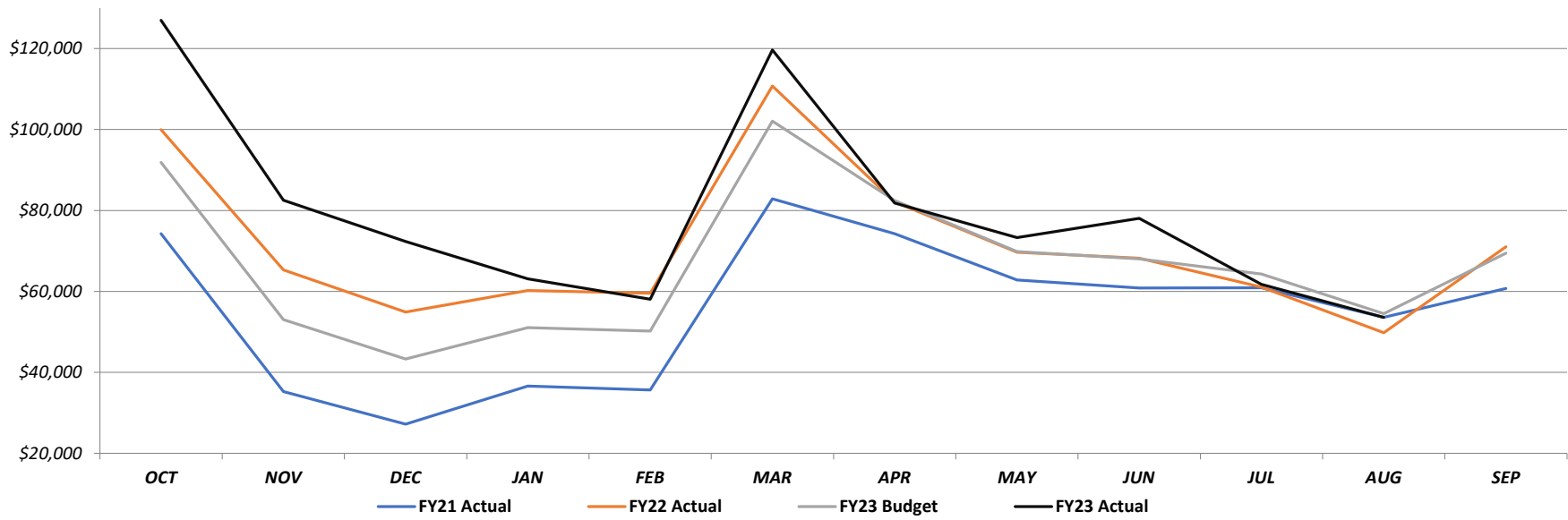
Subject: City of Brenham Monthly HOT Collections Update

Date: October 20, 2023

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Attached is the monthly HOT collections report through August which shows revenue remained steady through a very hot and difficult summer.

**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>126,970</b>	<b>82,509</b>	<b>72,333</b>	<b>63,109</b>	<b>58,060</b>	<b>119,661</b>	<b>81,858</b>	<b>73,275</b>	<b>78,047</b>	<b>61,734</b>	<b>53,583</b>		<b>871,140</b>

pmts still to be rec'vd



**AGENDA ITEM 8**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Visit Brenham DMO Fiscal Year Q4 Report

Date: October 20, 2023

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Attached is the Visit Brenham Q4 Report.

# Visit Brenham DMO Fiscal Q4 Report

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Presented to:  
Tourism Advisory Board  
October 26, 2023

# Visit Brenham/WC Website



"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
July	72,630	24,769	2.93	1m 15s
August	41,106	14,949	2.76	1m 10s
September	50,410	21,493	2.35	52s
<b>Q4 TOTALS</b>	<b>164,146</b>	<b>61,211</b>	<b>2.68</b>	<b>1m 6s</b>

# Most Visited Pages

	Page/Views	Page/Views	Page/Views
July	Homepage/ 9,982	Calendar/ 7,679	Summer Fun/ 7,545
August	Calendar/ 4,106	Homepage/ 3,295	Museums/ 3,225
September	Museums/ 9,756	Homepage/ 5,349	Calendar/Fair Blog 4,989/1,766



# Visit Brenham/WC Website

## Plan Your Visit

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

- July: 530 referrals;
- August: 416 referrals
- September: 604 referrals

# Visitor Center

	July 2023 / 2022	August 2023 / 2022	September 2023 / 2022	Q4 TOTALS 2023 / 2022
Walk-Ins	436 / 560	321 / 351	223 / 231	<b>980 / 1,142</b>
Visitor Guides Mailed	159 / 153	178 / 143	125 / 244	<b>462 / 540</b>
Phone Calls	121 / 58	118 / 110	91 / 119	<b>330 / 287</b>

# Partner & Visitor Experiences

- Hosted TMF Summer Showcase
- Hosted Fire Museum Tour Groups, but closed in August and September
- 2024 Visitor Guide development
- 3 new partner businesses / 4 closed



**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 American 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

**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 regulary 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](http://VisitBrenhamTexas.com), or scan this code

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

# Partner & Visitor Experiences

- Provided group visitor bags
- Created and published Fall Events Blog
- Attended TACVB Conference
- Capstone Project for TTC: Hospitality Training
- Assisted “ICK” film crew on site



# E-Newsletter



**BRENHAM**  
 Games • Culture • Art • Heritage • Education

**Beat the Heat in Brenham & Washington County!**

Please check [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) for the most up-to-date information about these events and more!

**| Featured Events |**

**Local Independence Day Parades & Festivities**

4th of July Activities  
 Washington on the Square | July 4

Independence Day Parade & Festivities  
 Chappell Hill | July 4

Annual Independence Celebration  
 Independence | July 4

**Summer Showcase**  
 Hays City | September  
 July 5, 11, 18, & 24

Come join and to enjoy ability to Downtown Brenham the top four destinations of July from 1pm - 8 pm! Local musicians will take through our historic old nights. Cool T-shirts daily at 1pm on the Downtown Square.

Summer Showcase is made possible by local Brenham and Downtown's Texas Proud Friendly Committee.

**July 9**  
**Book Exchange Event**

**July 14**  
**John Wayman**

**July 22**  
**Art in the Park**

**July 28**  
**Early Bird Concert**



**BRENHAM**  
 Games • Culture • Art • Heritage • Education

**Don't Let Summer Slip Away Without Visiting Brenham & Washington County!**

Please check [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) for the most up-to-date information about these events and more!

**| Featured Events |**

**SAVE THE DATE**

**2nd Annual Wine & Cheese Crawl**  
 Hays City, August 11, 2011  
 10am - 5pm  
 \$10.00  
 \$20.00

Join us for our 2nd Annual Crawl with wine and cheese crawl! This will be a day filled with going to the different shops along Main Street and tasting different wines, sampling goodies that will stand with the wine and spending time with friends and family while you explore Chappell Hill.

**Wine & Cheese Crawl**  
 Brenham/Chappell Hill | August 11

Join us for our 2nd Annual Crawl with wine and cheese crawl! This will be a day filled with going to the different shops along Main Street and tasting different wines, sampling goodies that will stand with the wine and spending time with friends and family while you explore Chappell Hill.

**Barrington Plantation**  
 Farmers Hearing  
 August 13 & 14

Trampling in Texas  
 August 13 & 14

Farmer Thelma & Jason Sheldahl  
 August 13 & 14

The Wilshire School  
 August 26 & 27




**BRENHAM**  
 Games • Culture • Art • Heritage • Education

**Brenham & Washington County - Home of the Oldest County Fair in Texas!**

Please check [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) for the most up-to-date information about these events and more!

**| Featured Events |**

**Ring of the Quills**  
 Chappell Hill | September 1

Take a special day in Chappell Hill. Your downtown and other parts of interest in Chappell Hill, take our shopping of wonderful gallery - vintage, hardware and other new items too!

Shop, eat and enjoy our quiet small town for the day. This event is free!

**Washington County Fair**  
 Hays City | September 27 - 31

The Washington County Fair is the oldest county fair in Texas and has been one of Washington County's greatest traditions!

The oldest county fair in Texas offers several days of exciting events such as a rodeo, carnival, fair made in America, food, a variety of livestock shows, arts and crafts, special attractions, contests, commercial exhibits and so much more!

Tickets available online!



# E-Newsletter

	July	August	September
Sent/ Successful	10,540 / 10,495	10,661 / 10,533	10,649 / 10,536
Open Rate*	38.1%	37.3%	37.4%
Click Rate**	2.2%	2.2%	2.7%
Top Clicks	<ul style="list-style-type: none"> <li>• Hot Nights</li> <li>• Summer Events</li> <li>• WOB July 4<sup>th</sup> events</li> <li>• CH 4<sup>th</sup> events</li> <li>• Independence Day in Independence</li> </ul>	<ul style="list-style-type: none"> <li>• Event Calendar</li> <li>• Live Music Page</li> <li>• WOB/Barrington Demo</li> <li>• Homepage</li> <li>• Visitor Guide</li> <li>• CH Wine &amp; Cheese Crawl</li> </ul>	<ul style="list-style-type: none"> <li>• WC Fair</li> <li>• Event Calendar</li> <li>• Homepage</li> <li>• CH Airing of the Quilts</li> <li>• Live Music Page</li> <li>• Burgers Blog</li> </ul>
	* Industry Average: 12 - 25%	-	**Industry Average: 2 – 5%

# “Happenings This Week”

**Almost 100  
live music  
performances  
promoted in Q4!**



SEPTEMBER 14 - SEPTEMBER 24, 2023

## TUESDAY

- Washington County Fair & Carnival at Washington County Expo

## WEDNESDAY

- Julia's Wine 101 at HSF Biergarten
- Washington County Fair & Carnival at Washington County Expo
- Los Cazadores Del Cerro and Los Igualados perform at Washington County Fair
- Full List of events can be found on our website!

## THURSDAY

- Washington County Fair & Carnival at Washington County Expo
- Unity Theatre Presents See How They Run
- BINGO Nite at HSF Biergarten
- Painting Under The Stars at Flown The Coop
- Karaoke at Burton Short Stop Ice House
- Trac Pierce & The T-Stones Perform at Washington County Fair
- Full List of events can be found on our website!

## FRIDAY

- Washington County Fair & Carnival at Washington County Expo
- Friday Night Music with Allison & Friends Live at Nathan's BBQ
- Karissa Presley Live at HSF Biergarten
- Unity Theatre Presents See How They Run
- William Clark Green and Shane Smith & The Saints Perform at Washington County Fair

## SATURDAY

- Washington County Fair & Carnival at Washington County Expo
- Live Demonstrations at Washington-on-the-Brazos
- Games Day at Wine Bar Brenham
- Yesterday Once More Performs at The Barnhill Center
- Rob Moorman Live at Grapevine on Main
- Unity Theatre Presents See How They Run
- Radar Rat Live at HSF Biergarten
- William Beckmann and Gary LeVox of Rascal Flatts Perform at Washington County Fair

## SUNDAY

- Live Demonstrations at Washington-on-the-Brazos
- Sunday Comedown with Cade Baccus Live at HSF Biergarten
- Unity Theatre Presents See How They Run
- Polka Sunday at Nathan's BBQ



## SEPTEMBER

- Pairs & Sip Night at Brazos Valley Brewing Company
- Unity Theatre Presents: See How They Run
- Antique Carousel Rides at Fireman's Park

## OCTOBER

- First Fridy Farmer & Artisan Market in Downtown Brenham
- Burton Farmers & Artisans Market
- Unity Theatre Presents: See How They Run
- Jomo & The Possum Posse Performs at The Barnhill Center
- Chappell Hill Scarecrow Festival
- Vino & Vignettes Canvas Painting Event
- Glamfetti's Hocus Pocus VIP Party & Movie at Westwood Cinema 6
- Unity Theatre Presents On the Exhale
- Brass Transit Performs at The Barnhill Center
- Antiques at the Texas Cotton Gin Museum Pavilion
- Wine & Wander at the Texas Cotton Gin Museum Pavilion
- Flown The Coop Evening Shopping Event with karaoke and margaritas
- La Baha Antique Show in Burton
- Texas Arts & Music Festival in Downtown Brenham
- Mask-erade on Main! Trick-or-Treating in Downtown Brenham
- Cookie Decorating Class at Flown The Coop
- The Hit Men of Country at the V.W. O'Donnell Performing Arts Center at Blinn College
- American Legion & Auxiliary Octoberfest
- Antique Carousel Rides at Fireman's Park

## NOVEMBER

- First Fridy Farmer & Artisan Market in Downtown Brenham
- Burton Farmers & Artisans Market
- Hermann Furniture Presents Christmas Magic
- The Fall Festival of Roses at Antique Rose Emporium
- Brazos Valley Brewing Company's 10 Year Anniversary Party
- FRIENDS Trivia Nights at Board & Brush Brenham
- Big Star Texas Night in Burton
- The Gatlin Brothers Perform at The Barnhill Center
- Cookie Decorating Class at Flown The Coop
- Flown The Coop Small Business Saturday Shopping Event
- Unity Theatre Presents The Game's Afoot - Holmes for the Holidays

# Group Sales

- Continue working to collect hotel visitor breakdowns
- Planning attendance at Texas Connect to meet with planners in October
- Created Meetings/Weddings marketing plan for coming year
- Hosted Lodging Partner Meeting with Scott Joslove (THLA) and planning for meetings in the future.



**IN THE MIDDLE OF EVERYWHERE AND AWAY FROM EVERYTHING**

**5 TOP BENEFITS that make our "LITTLE" HOMETOWN a BIG DEAL to Meeting Planners!**

**#1 Location, Location, Location**  
 We are halfway between Houston and Austin, beautifully situated in the rolling hills of Brazos Valley (Houston is 1.5 hours to our East and Austin is 1.5 hours to our West. Don't want to drive, no problem. Our municipal airport is minutes from Downtown Brenham and we'll even arrange to pick you up and show you around.

**#2 Unique Venues for All Your Needs**  
 Brenham offers a total of 20 venues with a total of 30 meeting rooms to accommodate 12 to 300 participants.  
 The Brenham Center at Historic Simon Theatre is our premier Conference Center. This 1920's movieville theatre has undergone a multi-million dollar renovation, including additional breakout spaces.  
 • State-of-the-Art Technology in all Meeting Areas: Theatre/Auditorium/Balrooms/Breakout Spaces  
 • Spacious & Functional Catering Kitchen  
 • Comfortable 300-Seat Theatre/Auditorium  
 • Upper Ballroom with Antique Chandelier & Crystal Chandeliers  
 • First Floor Modern Ballroom with Convertible Breakout Rooms  
 • 4 Total Breakout Spaces between both Ballrooms, plus the Auditorium

**#3 A Downtown Made for DOWNTIME**  
 There is no shortage of fun in Downtown Brenham!  
 • Fantastic eateries including BBQ, Mexican, South American, Italian, Steaks, Fusion — everything from pizza to fine cuisine.  
 • Fun nightlife with many bar venues that fit the air with live music.  
 • Great coffeehouses, specialty shops and more than six historical sites — all within walking distance of Downtown.  
 • Hotels juxtaposed with historic buildings — a perfect mix of old and new — all to make for popular selfie backdrops.






**IN THE MIDDLE OF EVERYWHERE AND AWAY FROM EVERYTHING**

**5 TOP BENEFITS that make our "LITTLE" HOMETOWN a BIG DEAL to Meeting Planners!**

**#3 Quality Accommodations**  
 No matter what your group requires - from hotel room blocks to impressive plush boutique hotel rooms - we've got you covered.  
 • Ant Street Boutique Hotel • Hampton Inn & Suites  
 • Holiday Inn Express • Comfort Suites  
 • Best Western Inn • Comfortel 2025  
 • 200+ New Hotel Rooms

**#4 Tangible ... and Intangible Perks**  
 Don't just Plan a Meeting in Brenham, Plan an Experience.  
 Of course we are going to supply plenty of help with:  
 • Location Guides • Fine Tours  
 • Transportation • Name Badges  
 • Welcome Bags for Attendees • Welcome Gifts for Speakers  
 • Staff to Help with Check-ins • State-of-the-Art Technology

**Expect the Unexpected**

There's just something about our quaint, real Texas hometown that is amazing to experience and hard to describe!  
 • Fresh Air • Relaxed  
 • Stress-Free • Unplugged • Fun  
 • Friendly • Scenic • Historic  
 • Artful • Diverse

**#5 VIP Service - All our "little" things make a BIG difference**  
 Our professional staff is ready to earn your trust. We are on hand to help with everything from the biggest to the smallest of details. Our goal is to ensure your experience in our hometown is easy fun and something you'll be wanting to repeat! Call Hannah today!

Hannah Mertz  
 Group Sales Manager  
 hmerz@VisitBrenhamTexas.com  
 979.337.7580  
 VisitBrenhamTexas.com  
 115 West Main Street | Brenham, Texas 77833






# Group Sales

- Worked on Datafy Reports for Economic Development
- Planning hosting of Wedding Show in 2024
- Working on improving Sports Tourism communication with Parks & Rec

## Destination Summary for Brenham TX

Main Dates: 1/1/22 - 12/31/22

Compare Dates: 1/1/21 - 12/31/21

### Visitor Volume Estimates

for Jan 1, 2022 - Dec 31, 2022  
% ↑ / ↓ vs 1/01/21 - 12/31/21

Total Trips  
**18,366,863 Trips**  
↓ 7%

Visitor Days  
**20,388,780 Days**  
↓ 5.8%

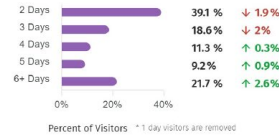
Average Length of Stay  
**1.1 Days**  
- 0 Days

### Annual Volume by Visitor Days\*



### Overnight Visitation % Share\*

for Jan 1, 2022 - Dec 31, 2022  
% ↑ / ↓ vs 1/01/21 - 12/31/21



### Locals vs. Visitors % Share

for Jan 1, 2022 - Dec 31, 2022  
% ↑ / ↓ vs 1/01/21 - 12/31/21



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These estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.

**DATAFY**

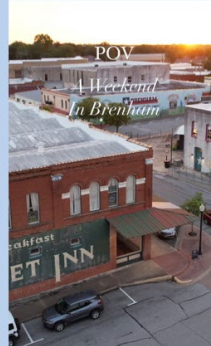
# Social Media



## SOCIAL MEDIA QUARTERLY REPORT



## INSTAGRAM Most Popular Posts



538 Likes  
10,580 Plays



387 Likes  
8,441 Plays

# Social Media

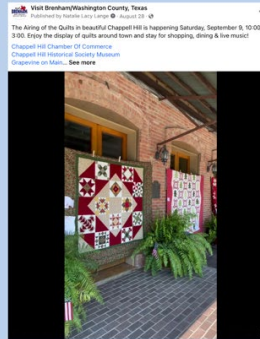
## SOCIAL MEDIA QUARTERLY REPORT



JULY 2023 - SEPTEMBER 2023



## FACEBOOK Most Popular Posts



♥ 4,161 Likes  
← 395 Shares  
👁️ 254,122 Impressions



♥ 294 Likes  
← 45 Shares  
👁️ 24,862 Impressions

# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



JULY 2023 - SEPTEMBER 2023



Total  
Impressions

**744,621**

**203K**  
Increase  
from  
previous  
year



INSTAGRAM  
FOLLOWERS

**10,251 followers**

**301**

Increase  
from  
previous  
quarter



FACEBOOK  
FOLLOWERS

**23,444 followers**

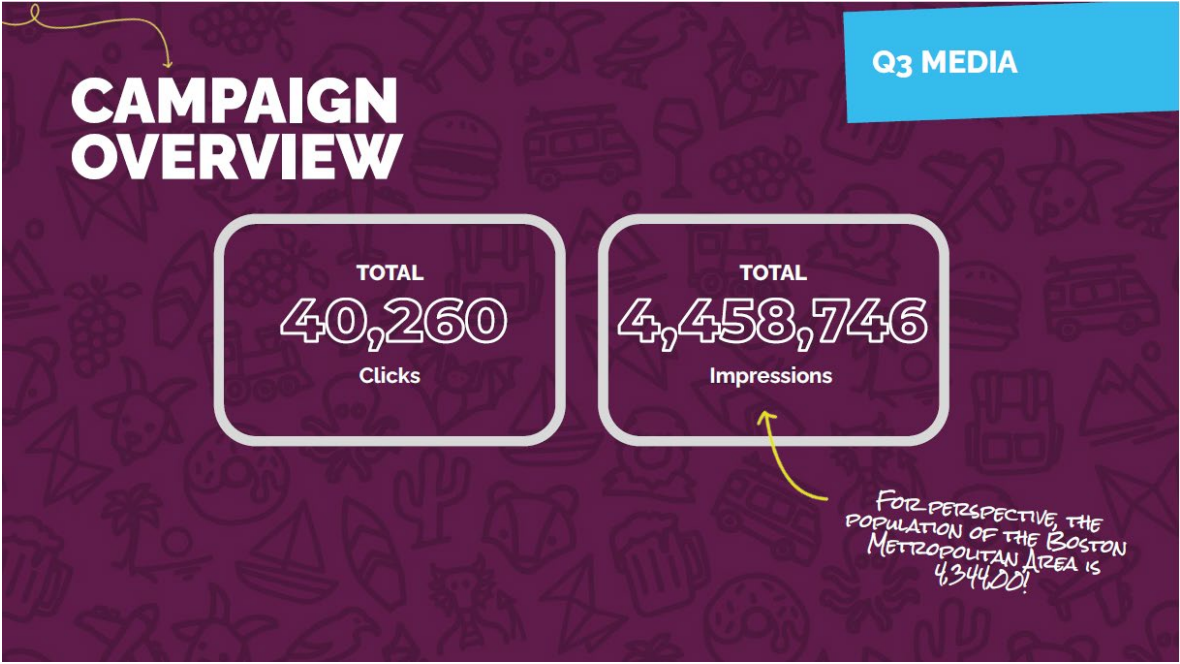
**355**

Increase  
from  
previous  
quarter

# Social Media

- We surpassed 10K followers on Instagram this Quarter – a huge milestone on that platform!
- There continues to be very different results for the most popular content on the 2 different platforms – which is very different from results we used to see. It's a testament to the different audiences we are reaching on FB vs. IG.
- The total impressions for this Quarter is up 38% over 2022!

# Digital Marketing



# Digital Marketing

Madden | Media Performance - 2023 Q3 (Jul - Sep)


## SEM Leisure


### OVERALL PERFORMANCE

47,501 CLICKS  
(Jan - Sep)

### CAMPAIGN PERFORMANCE

 13,156 Clicks

 20.05% CTR  
BENCHMARK: 9.19%

 Top Ad Group: Things To Do



#### Top Keywords:

1. Restaurants in Brenham TX - 1,177 Clicks; LOCALS: Brenham calendar of events - 417 Clicks
2. What to do in Brenham TX - 1,171 Clicks; LOCALS: 4th of July Brenham TX - 313 Clicks
3. Kid friendly things to do in Brenham TX - 928 Clicks; LOCALS: Brenham texas events - 227 Clicks

### INSIGHTS



- Clicks & CTR details:
  - Leisure: 10,444 Clicks, 19.73% CTR
  - Locals: 2,712 Clicks, 21.41% CTR

Ad	Status	Impressions	Clicks	CTR
Fun Things to Do in Brenham   Arts & Culture in Brenham TX   Outdoors, Museums & More	Enabled	10,519	3,751	35.66%
Brenham TX Calendar of Events   Upcoming Events in Brenham   In Brenham & Washington County	Enabled	5,416	1,484	27.40%

# Digital Marketing

Madden | Media Performance - 2023 Q3 (Jul - Sep)

## Responsive Display

### OVERALL PERFORMANCE

37,421 CLICKS; 5,329,507 IMPs.  
(Jan - Sep)

### CAMPAIGN PERFORMANCE



3,664,182 Impressions



11,770 Clicks



0.32% CTR

BENCHMARK: .47%

### INSIGHTS



- Optimized for awareness and impressions in July & August over clicks
- Top User Markets by DMA:
  - Houston, TX (19%)
  - DFW, TX (17%)
  - Austin, TX (7%)



#### Join In The Summer Fun

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



561,319 IMPRESSIONS

3,051 CLICKS

0.54% CTR



#### Look Into the Past

Discover Texas history through interactive exhibits & tours! Learn more here.



3,101,863 IMPRESSIONS

8,719 CLICKS

0.28% CTR



# Digital Marketing

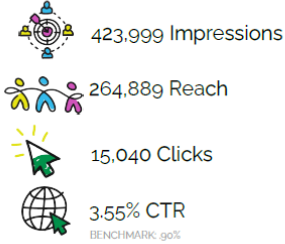
Madden | Media Performance - 2023 Q3 (Jul - Sep)

## Meta CTS

### OVERALL PERFORMANCE

60,412 CLICKS  
(Jan - Sep)

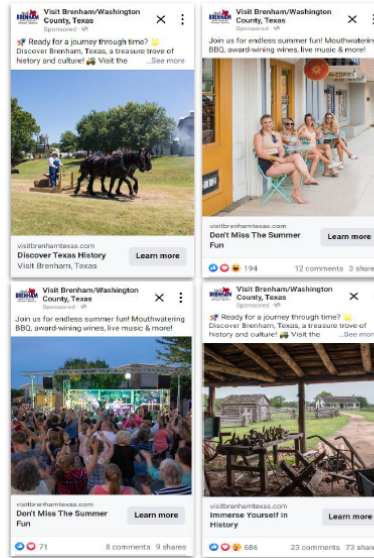
### CAMPAIGN PERFORMANCE



### INSIGHTS



- Ages 21-35: 96% of clicks are from men, majority 25-34
- Ages 36+: 62% of clicks come from women, majority 65+



### Ages 21-35 Performance

181,744 IMPRESSIONS  
118,401 REACH  
6,636 CLICKS  
6,777 ENGAGEMENTS  
3.65% CTR

### Ages 36+ Performance

242,255 IMPRESSIONS  
148,503 REACH  
8,404 CLICKS  
10,347 ENGAGEMENTS  
3.47% CTR

# Digital Marketing

Madden | Media Performance - 2023 Q3 (Jul - Sep)

## Google Video

### OVERALL PERFORMANCE

374,079 VIEWS  
(Mar - Sep)

### CAMPAIGN PERFORMANCE



304,954 Impressions



186,563 Views



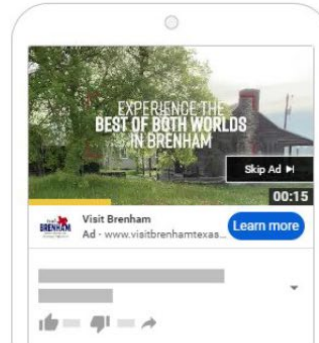
61.18% View Rate

BENCHMARK: 29.6%

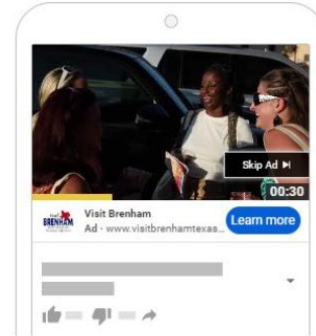
### INSIGHTS



- Top User Markets by State:
  - Texas (68%)
  - Louisiana (13%)
  - Oklahoma (8%)
- 68% of views came from TV screens



272,349 IMPRESSIONS  
163,287 VIEWS  
59.96% VIEW RATE



32,605 IMPRESSIONS  
23,276 VIEWS  
71.39% VIEW RATE

# Print Ads



## BRENHAM BARBECUE

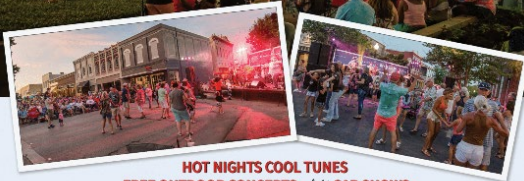
Come Join Us for a Tasty Texas Tradition

TWO of Texas Monthly's "Best BBQ Joints in Texas" are in our hometown ... and eight more local Pit Masters are working hard to join them on that list! It's time to grab your friends and family and treat yourself to fresh air, friendly faces and so many great barbecue joints, you'll need to stay a few days to sample them all.

Between helpings of famous sausage, savory ribs, smoked chicken and juicy brisket, we'll keep you entertained with live music, art walks, history tours and scenic drives throughout our picturesque rolling countryside. Come for a visit and we guarantee we'll send you home feeling full and satisfied. See you soon!



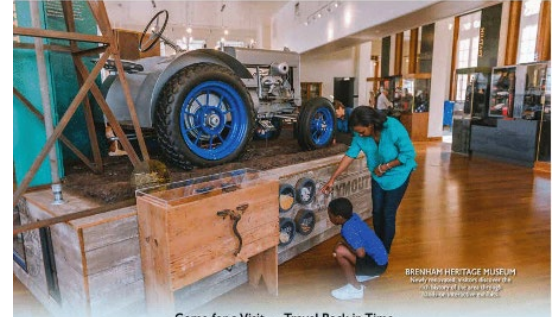
For a free Visitor Guide or more information, contact us at [VisitBrenhamTexas.com](http://VisitBrenhamTexas.com) | 979.337.7580



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



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



Come for a Visit ... Travel Back in Time  
*Where Texas History Comes to Life*



**BARRINGTON PLANTATION**  
STATE HISTORIC SITE  
Tour the home of Texas' first governor, Anne Jones, and see what it was like to live and working on a cotton farm. Historical interpreters demonstrate dress and skills of the 1830s.

**BRENHAM FIRE MUSEUM**  
DOWNTOWN BRENHAM  
See an antique fire engine including the first steam engine and the 1925 LaSalle, one of three remaining in the world today. Learn why Brenham was burned and why only Brenham wore blue soldiers.

**TEXAS COTTON GIN**  
MUSEUM - BURTON, TEXAS  
Home of the oldest operating cotton gin in America, powered by a 1925 Buick motor engine. Designed by the ASPE, the National Institute of Historical Textiles for Historic Preservation and National Register of Historic Places.



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](http://VisitBrenhamTexas.com)



Texas Monthly  
September

Texas Monthly & Texas Highways  
July

Texas Highways  
September

# 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, hotels, all staff, volunteers and friendly locals!

 <b>860+</b> <b>Tourism Jobs*</b> Collectively, tourism-related jobs total over 170 County-wide, making it the second largest employer in the area.	 <b>\$127.9 Million</b> <b>Direct Travel Spending*</b> Expenditures by tourists during their trip including lodging, taxes and other fees paid at the point of sale.	 <b>10.1 Million</b> <b>Tax Receipts*</b> Tourism dollars add to the quality and health of our communities throughout Washington County.
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*\* <https://www.visitwcta.com/dashboard/tourism>*

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

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

**visit BRENHAM**  
 BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON  
 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!**



**visit BRENHAM**  
 BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON  
 Blue Bell Creameries Iconic Tourist Attraction Statewide | 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**



Tourism in Washington County continues to grow and is a major factor in our community's economic health. An abundance of activities and exciting attractions, from scenic views and state-of-the-art museums and events, live music & sports, family-friendly attractions and delicious food — it's a winning combination.

Please join in the planning of the half-working, historic Festival, Volunteers and staff who strive to make our area a favorite place to visit in Texas.

 <b>40+</b> <b>Annual Festivals/Events</b> Visitors reap their benefits for historic annual celebrations in Washington County!	 <b>1,686,875</b> <b>Unique Visitors</b> Number of people who visited our area in 2022 and helped grow our economy.	 <b>5,606,613</b> <b>Total Trips</b> This is the number of trips our unique visitors made to Washington County in 2022.
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**Join Us for Local Tourism Day!**  
**Come & Go Celebration | May 16 • 4p - 6p**

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

**visit BRENHAM**  
 BURTON • CHAPPELL HILL • INDEPENDENCE • WASHINGTON  
 115 W. Main St. • Brenham, TX 77833 • 979.337.7580 • VisitBrenhamTexas.com

## Tourism Week Promotion

# Digital Ads



Texas Highways.com

# Digital Ads



**BRENHAM BARBECUE**  
Come Join Us for a Tasty Texas Tradition

**Hometown to Some of the Best BBQ Joints in Texas**

Plan to spend a few days here as you taste test our BBQ Trail.  
Smoky, sweet and oh so savory – you'll come back for more!

visit **BRENHAM**  
BURTON \* CHAPPELL HILL \* INDEPENDENCE \* WASHINGTON  
Halfway between Houston & Austin



**BRENHAM BARBECUE**

Hometown to Some of the Best BBQ Joints in Texas

Check out our BBQ Trail!

visit **BRENHAM**  
BURTON \* CHAPPELL HILL \* INDEPENDENCE \* WASHINGTON  
Halfway between Houston & Austin

# Meetings Ads

**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.



\*All requests for 2000+ people require changing all the above technology options and facilities.

\*No event that involves alcohol is allowed. The Barnhill Center does not conduct events on Sundays, 2nd, or 4th floors.


\*Please call us at 979.337.7580. One of the meeting spaces shown above is only available on request.


**Meet in  BRENHAM**



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

**FROM HISTORIC PLACES TO MEETING SPACES**

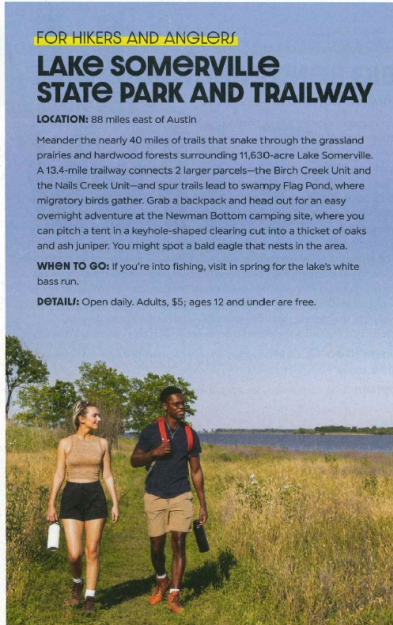


**Meet in  BRENHAM**

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



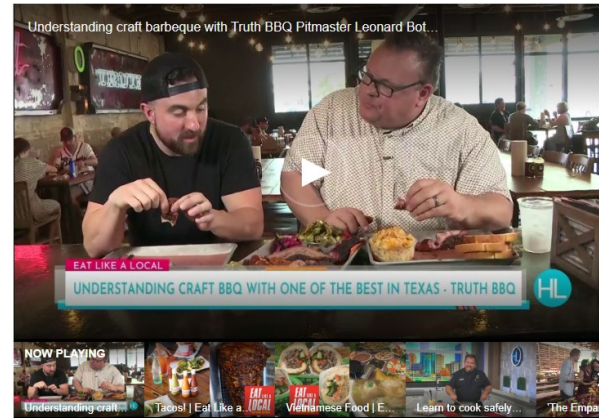
# Bonus Media/Advertorial



AAA Explorer magazine – feature about Lake Somerville State Park and Trailway



## Understanding craft barbeque with Truth BBQ Pitmaster Leonard Botello IV



- KPRC-TV – reach 3M



# Bonus Media/Advertorial

Fort Worth Star-Telegram

## This Texas city is the most picturesque destination in America, travel experts report

Megan Cardona

August 2, 2023 · 1 min read

↑ 250

With 15 small cities and towns listed in the 120 most picturesque small towns in America, Texans need not look far for their next vacation.

If you're looking for a vacation but don't want to take a road trip too far, here are the 15 Texas destinations that ranked as the most picturesque.

15. Port Aransas
14. Driftwood
13. Round Top
12. Granbury
11. Wimberley
10. Gruene
9. Brenham
8. Rockport
7. Bandera
6. San Elizario
5. Dripping Springs
4. West
3. Boerne
2. Nacogdoches
1. Fredericksburg



WorldAtlas CONTINENTS COUNTRIES GEOGRAPHY EDUCATION SOCIAL SCIENCE



### 14 Best Small Towns To Visit In Texas

14 bigger in Texas. Texas has many small towns that beg to see, diverse landscapes, delicious BBQ, and its large cities, small towns. Whether you love history, country music, or 11 towns that ooze Southern hospitality and small-town, Texas ts and your blue jeans, and come hungry and ready to 2 meals in the world. These small Texas towns are worth the

### Brenham



The Blue Bell Creamery in Brenham, Texas, via Nina Akada / Shutterstock.com

Known as the city with the original Blue Bell Creamery, where you can still get giant ice cream cones for \$1 per scoop and enjoy factory tours, Brenham's historic district is filled with antique shops, vintage storefronts, and the Brenham Heritage Museum. The Unity Theatre enriches the community with live performances, while the annual Malfest and Christmas Stroll festivals celebrate the local spirit. With a touch of nostalgia and Texan pride, Brenham's downtown center is very walkable and is home to lots of beautiful murals.

World Atlas  
reach – 5M

# Bonus Media/Advertorial

365 THINGS TO DO IN HOUSTON

EXPLORE CALENDAR PLACES ▾ EVENTS CONCERTS FOOD+DRINK ARTS KIDS

Home > Archives > Top Performing Arts & Live Theater This Week: September 18 to 24,...

Archives Past Festivals + Events Past Lists + Guides Past Weekly Lists

## Top Performing Arts & Live Theater This Week: September 18 to 24, 2023

365 Things to Do in Houston -  
Reach 79K



FACTS

## Why Blue Bell Ice Cream Tastes So Incredibly Good



BY KIRSTIE RENAE / SEPT. 17, 2023 1:00 PM EST

Few pleasures in life rival the sheer delight of indulging in a scoop of Blue Bell ice cream on a scorching hot summer day, except maybe for two scoops of Blue Bell ice cream. With its creamy texture, satisfying richness, a wide variety of flavors, and a legacy that spans over a century, Blue Bell has earned a special place in the hearts (and taste buds) of ice cream aficionados. Love for the brand is particularly present in the South; however, Blue Bell has begun to expand to

Mashed – reach 6M

Tourism & Marketing Report

# Bonus Media/Advertorial

- *The New York Times* story on 20 Best BBQ Restaurants” includes Truth – reach **137M**  
CultureMap pickup of *Times* feature – reach **289K**
- *WorldAtlas.com* – feature about 11 Friendliest Towns in Texas – reach **4M**
- *State Point Media* – feature titled “Experience True Texas Family Fun in Washington County” picked up by several pubs with total reach of **192K**
- *World Atlas* “14 Best Small Towns to Visit in Texas included Brenham – reach **5M**

# Community Kiosks



Kiosks updated with Tourism Partner listings and maps for Fall Season

# The Barnhill Center - Hosting and Rentals

Two - C12 Group Meetings

Summer Showcase in Alamo Alley  
Texas Music Friendly event –  
beer/wine sales

Used as base for “ICK” film crew

San Angelo Wedding and Reception

Lodging Property Meeting with  
THLA’s Scott Joslove



# The Barnhill Center - Entertainment



A Gospel Gathering

Seth James Concert

Yesterday Once More

**COMING SOON!**

Creating two Christmas movie events

# Just Around the Corner...

**October 30:**

2024 Season Ticket Sales begin

**November 3:**

Last day for Hannah Mertz –  
She's done great work for VB  
and we will miss her!!

Thanks, Hannah!

**Early December:**

2024 Visitor Guide

the **BARNHILL**  
Center : AT HISTORIC SIMON THEATRE : ★ Treat yourself  
to Season Tickets!

**2024 Entertainment** ★

Music and comedy hit shows in a charming  
1925 Vaudeville theatre.

★ Ticket Sales Begin On These Dates:  
Current Season Ticket holders . . . Monday, Oct 30th at 10am  
New Season Ticket sales . . . . . Monday, Nov 6th at 10am  
Public sales for all tickets . . . . . Monday, Nov 13th at 10am



**AGENDA ITEM 9**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Washington County Expo Report

Date: October 20, 2023

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





## AGENDA ITEM 10

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Administrative Report

Date: October 20, 2023

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We will have an update for you on the 2024 Visitor Guide at the meeting.

Kathrine is making photos available for final certification as a Texas Film Friendly Community. We will submit photos for Chappell Hill and Independence, too. Burton has already been certified.

We are planning a lodging property meeting for late January. Scott Joslove will be in attendance to answer questions from the group.

Save the dates:

1. Tourism Partner Awards – January 16, 2024
2. Lodging Property Meeting – January 30, 2024

We are so grateful to Jean Shoup for her years serving on first the HOT Board, and then the Tourism Advisory Board, and to Scott and Jenny for applying for reappointment to the board.