



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, JANUARY 18, 2024, 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.]*

**3. Welcome New Board Member Dewayne (DB) Burnett**

**REGULAR SESSION**

**4. Discuss and Possibly Act Approval of Minutes from October 26, 2023 Tourism Advisory Board Meeting**

**WORK SESSION**

**5. Visit Brenham Staff Update**

**6. Review 2024 Marketing+ Plan**

**7. Update on Progress in Planning Smithsonian's Museum on Main Street Exhibition**

**8. Visit Brenham DMO Fiscal Year Q1 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 Friday, January 12, 2024, at 9:06 am.

\_\_\_\_\_  
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 \_\_\_\_\_, 2024 at \_\_\_\_\_.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

## TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, October 26, 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  
Commissioner Kirk Hanath  
Jean Shoup  
Harrison Williams

### Board Members absent:

James Pharaon  
Jenny Van Dorf  
Stacey Walters

### Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; 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 July 13, 2023, Board Meeting**

A motion was made by Board Member Shoup and seconded by Board Member Commissioner Hanath to approve the minutes from the July 13, 2023, Board Meeting.

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

Scott Atwood  
James Pharaon

Yes  
**Absent**

Jean Shoup	Yes
Jenny Van Dorf	<b>Absent</b>
Stacey Walters	<b>Absent</b>
Harrison Williams	Yes
Commissioner Kirk Hanath	Yes

## **WORK SESSION**

### **4. Washington County Expo Report**

Harrison Williams, Director of the Washington County Expo presented this item. This item was moved above number four on the agenda due to Williams and Hanath participating in the GMA14 meeting next door. He reported that the Washington County fair went well, and attendance was done from last year. On Friday, the Expo will host the 52<sup>nd</sup> Cow/Calf Clinic by the Texas AgriLife Agents. Next weekend HLS&R will have a cattle show at the Expo. The Expo committee is working on a Master Plan and there are ten members to this committee, and someone will be appointed to this committee from the City of Brenham. There will be a meeting on November 17 for public engagement of what individuals would want in a new facility or facility. All data from the past events are on paper and all of this had to be inputted into the computer. Once the data is complete, they will know whether the Expo will stay at the current location or move. There will most likely be smaller committees from the City of Brenham, BISD, and possibly help from the boys at Miracle Farms. There is a networking meeting once a month with commissioners to help finish projects. The Expo has lost some events because those events have outgrown the facilities. They are looking at possibly building some new barns and capital improvements could be done once the Master Plan is complete.

### **5. Visit Brenham Staff Update**

Jennifer Eckermann, Tourism & Marketing Director presented this item. Hannah Mertz, Group Sales Manager, will be leaving Visit Brenham and her last day will be November 3. She is working with HR to refine the job description which was posted on October 25. We have budgeted to hire additional part-time help to fill in on weekends as needed.

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

Jennifer Eckermann, Tourism & Marketing Director presented this item. Planning is underway for our hosting of the Smithsonian's *Crossroads: Change in Rural America* exhibit along with local exhibits and cultural programming and activities that are part of our participation in the Museum on Main Street (MoMS) program. We are in partnership with the Smithsonian, and we will focus on the 100<sup>th</sup> anniversary of the Simon Theatre, share under-told stories of our history, and increase heritage tourism in the City of Brenham and Washington County. There is a meeting today with the Washington County Ministerial Alliance Association which she will be attending to give this information to area ministers and have them and their churches involved if they wish to do so. Kathrine Briscoe will head up our Community Partner Committee and Brooke Trehan and Bonnie Brinkmeyer will head up the BISD committee.

**7. Texas Music Friendly Update**

Jennifer Eckermann, Tourism and Marketing Director presented this item. We will be short-staffed in November until the end of the year, our last program will be after the Texas Arts and Music Festival. We will continue it again once fully staffed. Reached out to KWHI to let them know and they suggested that they would continue gathering the information and we would continue to promote it.

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

Jennifer Eckermann, Tourism and Marketing Director presented this item. Reported that HOT collections remained steady through hot and dry summer. Commissioner Hanath reported that the county is up as well and continues to find new properties listed.

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

At this point in the meeting, Commissioner Hanath and Harrison Williams left the meeting and therefore, we no longer had a quorum. The meeting was adjourned.

**10. Administrative Report**

No report was given due to a lack of quorum.

With no quorum, Scott Atwood adjourned the meeting.

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

\_\_\_\_\_  
Date

**ATTEST:**

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

\_\_\_\_\_  
Date



#### **AGENDA ITEM 5**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Visit Brenham Staff Update

Date: January 12, 2024

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After Hannah Mertz left, we made some tweaks to her position to make it more destination services and group oriented to better fit our current needs.

Although we had some interesting interviews, we were not able to find the perfect fit. We decided to wait until after the holidays and will soon post the position again.

There's no doubt that finding the right team-minded person who will fit right into our close quarters in the Visitor Center, is important, and will be our priority in the coming few weeks.



**AGENDA ITEM 6**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Review 2024 Marketing+ Plan

Date: January 12, 2024

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Attached is our 2024 Marketing+ Plan. The + is for the extra columns that help us keep up with a variety of other items on our calendars.

We can review and discuss it at the meeting.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	<b>VISIT BRENHAM 2024 MARKETING+ PLAN</b>														
2															
3		PROMOTING	CONTRACT PRINT/DIGITAL MEDIA*	MADDEN RESPONSIVE DISPLAY**	MADDEN VIDEO***	MADDEN PROSPECT****	MADDEN REMARKETING *****	BLOGS	PR	DATAFY TARGETED CAMPAIGNS	TBC CONCERTS	ADDITIONAL TBC PROGRAMMING/ EVENTS	VISIT BRENHAM EVENTS/MEETINGS	NOTES - FREEBIES	Smithsonian MoMS Exhibit Timeline
4	JANUARY	Swirl Ranger Days Chocolate Crawl	TX Travel Guide TX Hwys FP TX Monthly FP TXHwys.com	Google SEM All US JAN-DEC	Arts/Culture	Swirl	Swirl	UPDATES: Sweet Treats and photos on Destination Shopping	Texas Travel Award Submissions Due		19- William Lee Martin	13- Swirl Glass Distribution	16- Hotelier Mtg 17- Tourism Partner Awards 18- Tourism Board	Texas Monthly Newsletter (\$1,000 value) NewNext in TM	Meet with Partner Communities to determine participation - Trails?
5	FEBRUARY	Swirl Ranger Day Chocolate Crawl	TX Hwys FP TourTX.com	SPRING Wildflowers; Events; Shopping	Arts/Culture	Wildflowers; Events; Shopping	Wildflowers; Events; Shopping	UPDATE: Wildflowers NEW: Wine Trail	Spring Press Release thru Meltwater		04- Greatest Love of All			Prep for Spring	Feb 23 - Tentative Historic Homes and Church Participants
6	MARCH	Wildflowers Cotton Gin Fest Bluebonnet Festival Round Top	Tx Hwys FP Tx Hwys.com TX Mt&Evts FP TX Monthly FP	SPRING Wildflowers; Events; Shopping; BBQ	Arts/Culture	Wildflowers; Events; Shopping; BBQ	Wildflowers; Events; Shopping; BBQ	NEW: Picnic Sites and Spring Events UPDATE: Cotton Gin Festival			01- Jimmy Fortune 23- Mark Lowry	Speaker Series:		Staff for: Blue Bell for Spring Break Museum for Spring Break	15 - Final Trail Participation Lined Out 20 - Experience Workshop 21 - Site Visits
7	APRIL	Wildflowers Cotton Gin Fest Bluebonnet Fest Round Top	TX Hwys.com TourTX.com	SPRING BBQ	Culinary	BBQ	BBQ	NEW: History Buff UPDATE: Maifest			13- Simon & Garfunkel		16- Hotelier Mtg 18- Tourism Board		
8	MAY	Maifest Summer Summer Sip Juneteenth	Tx Hwys.com	SPRING BBQ	Culinary	BBQ	BBQ	UPDATES: BBQ Trail Summer Fun Breakfast	Summer Press Release thru Meltwater	Summer Happenings?	04- Ricky Skaggs 25- Elvis/Vince King				
9	JUNE	Juneteenth CH July 4 Parade HNCT	TX Hwys FP TXHwys.com TX Monthly FP TX Events Cal	SUMMER Blue Bell; Museums; Murals; Events	Culinary	FAMILY FUN Blue Bell; Museums; Murals; Events	FAMILY FUN Blue Bell; Museums; Murals; Events	UPDATES: Hot Nights, Cool Tunes Blue Bell			29- Grand 'Ol Americana Show	Speaker Series:			
10	JULY	HNCT Summer Fun	TX Hwys DBL TXHwys.com TX Monthly FP	SUMMER Blue Bell; Museums; Murals; Events	Downtown	FAMILY FUN Blue Bell; Museums; Murals; Events	FAMILY FUN Blue Bell; Museums; Murals; Events	NEW: Dog Friendly/Patio UPDATE: Family Friendly		Unity New Season?	19- Puppy Pals		16- Hotelier Mtg 18: Tourism Board	Texas Hwys double-truck Co-Op??	Update tours/brochures with MoMS branding
11	AUGUST	WC Fair CH Scarecrow Fest TAMF BBQ	TourTX.com	SUMMER Blue Bell; Museums; Murals; Events	Downtown	FAMILY FUN Blue Bell; Museums; Murals; Events	FAMILY FUN Blue Bell; Museums; Murals; Events	UPDATES: WC Fair Fall Happenings	Fall Press Release thru Meltwater		17- Peter, Paul & Mary				
12	SEPTEMBER	BBQ Scarecrow Fest TAMF	TX Events Cal TX Monthly FP Connect TSAE	FALL Events; Fall in Love; MoMS	Fall	FALL Events; Fall in Love; MoMS	FALL Events; Fall in Love; MoMS	UPDATES: Game Day TAMF		Smithsonian/MoMS	07- Liverpool Legends/Beatles 28- Malpass Brothers	Speaker Series:	15 - Bridal Show with Washington County Wedding Group		
13	OCTOBER	Scarecrow Fest TAMF Fall Fest of Roses	TxHwys FP TXHwys.com TX Monthly FP TourTX.com	FALL Events; Fall in Love; MoMS	Fall	FALL Events; Fall in Love; MoMS	FALL Events; Fall in Love; MoMS	NEW: Coffee Nightlife/Live Music	Holiday Happenings thru Meltwater	Smithsonian/MoMS	19- Bob Wills Texas Playboys		15- Hotelier Mtg 17- Tourism Board		
14	NOVEMBER	Holiday Events Stroll CH Home Tours Teddy Bear Parade	Tx Hwys FP TXHwys.com	WINTER Holiday Events; Shopping; MoMS	Fall - Holiday	WINTER Holiday Events; Shopping; MoMS	WINTER Holiday Events; Shopping; MoMS	UPDATE: Holiday Happenings NEW: Mural/Art		TBC New Season?	16- Winter Dance Party	20- 100th Anniversary Gala 21- Speaker Series:	Private & Public Showings of Simon History Exhibit		
15	DECEMBER	Stroll CH Home Tours Swirl	TX Events Cal TX Monthly FP TourTX.com	WINTER Holiday Events; Shopping; Swirl; MoMS	Holiday	WINTER Holiday Events; Shopping; MoMS	WINTER Holiday Events; Shopping; MoMS	UPDATES: Destination Shopping Swirl			14- Three Redneck Tenors Christmas		07- Smithsonian MoMS Exhibit Opening		
16															
17	* Contracts with AJR Media/Texas Department of Transportation														
18	** Responsive Display: In Texas and Touch States - Images, headlines, copy or video is uploaded and automatically adjust their size, appearance and format to fit planned ad spaces and adapt to user preference based on performance														
19	*** Video: Video has been performing extremely well, and this year's budget includes production of two new videos which are being scheduled along with others that have performed well for us														
20	**** Prospect Marketing:														
21	***** Remarketing: targets users who have engaged previously														





## AGENDA ITEM 7

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Update on Progress in Planning the Smithsonian's Museum on Main Street (MoMS) Exhibition

Date: January 12, 2024

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We have a number of updates to share with you concerning our progress in the planning of the MoMS exhibition in Brenham/Washington County.

The updates will include:

- New partnerships with the program
- Meetings we are having to line out our Partner Community participation
- Approval of use of Belle's Alley for Freedom Colonies exhibit
- Workshop being planned for our partners, and for other communities in the Texas Independence Trail Region

We are excited about the opportunities for collaboration county-wide that our hosting of the exhibit is affording us and look forward to sharing this information with you at the meeting.



**AGENDA ITEM 8**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Visit Brenham Fiscal Year Q1 Report

Date: January 12, 2024

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Attached is the Quarter 1 DMO Report we will discuss at the meeting.

# Visit Brenham DMO Fiscal 23/24 Q1 Report

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Presented to:  
Tourism Advisory Board  
January 18, 2024

# Visit Brenham/WC Website



# Visit Brenham/WC Website

	Views	Users	Views Per User:	Avg. Time of Engagement
October	47,340	15,156	3.12	1m 23s
November	41,106	14,949	2.76	1m 10s
December	48,754	20,182	2.42	54s
<b>Q4 TOTALS</b>	<b>137,200</b>	<b>50,287</b>	<b>2.80</b>	<b>1m 9s</b>

# Most Visited Pages

	Page/Views	Page/Views	Page/Views
October	Homepage/ 8,234	Calendar/ 6,005	Things To Do/ 1,486
November	Homepage/ 5,659	Calendar/ 5,177	Holiday Happenings/ 2,964
December	Homepage/ 10,076	Holiday Happenings/ 6,272	Calendar 4,777

# Visit Brenham/WC Website

## Plan Your Visit

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

- October: 648 referrals
- November: 376 referrals
- December: 251 referrals

# Visitor Center

	October 2023 / 2022	November 2023 / 2022	December 2023 / 2022	Q4 TOTALS 2023 / 2022
Walk-Ins	413 / 615	384 / 284	313 / 330	1,110 / 1,229
Visitor Guides Mailed	110 / 237	113 / 216	92 / 107	315 / 560
Phone Calls	149 / 102	152 / 126	126 / 90	427 / 318





# E-Newsletter

	October	November	December
Sent/ Successful	10,648 / 10,578	10,720 / 10,627	10,755 / 10,639
Open Rate*	38.3%	37.6%	38.8%
Click Rate**	2.6%	2.2%	2.9%
Top Clicks	<ul style="list-style-type: none"> <li>• Scarecrow Festival</li> <li>• Wine &amp; Wander</li> <li>• Event Calendar</li> <li>• Fall Happenings Blog</li> <li>• Homepage</li> <li>• Texas Arts &amp; Music Festival</li> </ul>	<ul style="list-style-type: none"> <li>• Event Calendar</li> <li>• Fall Fest of Roses</li> <li>• Big Star Texas Night</li> <li>• Hermann's Christmas Magic</li> <li>• Barrington Plantation</li> </ul>	<ul style="list-style-type: none"> <li>• DT Christmas Parade/Stroll</li> <li>• Christmas Experience @ Milk &amp; Honey</li> <li>• Taste of Christmas</li> <li>• Burton Market</li> </ul>

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

# Happening This Week Flyer



OCTOBER 11 - OCTOBER 13, 2023

## WEDNESDAY

- Wine Down Wednesday with Jack Taylor Live at Main Street Uncorked
- Whiskey Wednesday at Floyd's Lounge
- Wine Down Wednesday at HSF Biergarten
- Whiskey Wednesday at Brown Water Cigar Bar
- Happy Hour Wednesday at Brazos Valley Brewery
- Trivia Night at 30 North Gastropub

## THURSDAY

- Throwback Thursday at Wine Bar Brenham
- Night School at Floyd's Lounge
- Martini Thursdays at Main Street Uncorked
- Pumpkin Carving in the Biergarten at HSF Biergarten

## FRIDAY

- Friday Night Music w/ Neil Kuthanek Live at Nathan's BBQ
- Friday Vibes with Karissa Preatly Live at Brazos Valley Brewery
- Reagan Anchor Live at Floyd's Lounge
- Mary-Charlotte Young Live at HSF Biergarten

## SATURDAY

- Chappell Hill Scarecrow Festival
- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum is open on Saturdays in October
- Live Demonstrations at Washington-on-the-Brazos
- Ronny Herrmann, The Guitar Man Live at Grapevine on Main
- James Garland Live at Brazos Valley Brewing Company
- Games Day and Vinos & Vegetables Games Evening at Wine Bar Brenham
- Robert Zientek & Friends Live at Burton Short Stop Ice House
- Reign Queen Live at Floyd's Lounge
- Snit's Dog & Pony Show Live at HSF Biergarten

## SUNDAY

- Chappell Hill Scarecrow Festival
- Dan Golvach Live at Grapevine on Main
- Live Demonstrations at Washington-on-the-Brazos
- Marcus Pappalardo Music Live at HSF Biergarten

## OCTOBER

- Wine 101 at HSF Biergarten
- Glammett's Hocus Pocus VIP Party & Movie at Westwood Cinema 6
- Bingo Night at HSF Biergarten
- Unity Theatre Presents On the Echale
- 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 Bahia Antique Show in Burton
- Texas Arts & Music Festival in Downtown Brenham
- "Viva La Vida" Latin Hispanic Market at A Little Piece of Mexico
- Mask-erade on Main! Trick-or-Treating in Downtown Brenham
- Friday Night at HSF Biergarten
- Cookie Decorating Class at Flown The Coop
- Movie Night at HSF Biergarten
- The Hit Men of Country at the W.W. O'Donnell Performing Arts Center at Blinn College
- American Legion & Auxiliary Oktoberfest
- Brenham Fire Museum Open on Saturdays in October
- Antique Carousel Rides at Fireman's Park

## NOVEMBER

- First Friday Farmer & Artisan Market in Downtown Brenham
- Burton Farmers & Artisans Market
- Hermans Furniture Presents Christmas Magic
- Fall Festival of Roses at Antique Rose Emporium
- Brazos Valley Brewing Company's 10 Year Anniversary Party
- Thanksgiving Charcuterie Workshop at Flown The Coop
- FRIENDS Trivia Nights at Board & Brush Brenham
- Ladies Night Out in Downtown Brenham
- 3 Year Anniversary Event with Rocky Patel Cigars at Brown Water Cigar Bar
- Big Star Texas Night in Burton
- The Gash 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

## WEDNESDAY

- Wine 101 at HSF Biergarten
- Full list of events can be found on our website!

## THURSDAY

- Unity Theatre Presents The Game's Afoot - Holmes for the Holidays
- Full list of events can be found on our website!

## FRIDAY

- Jingle Bell Market at Ant Street Inn
- First Fridays Farmer & Artisan Market in Downtown Brenham
- Friday Vibes w/ Kyle Reed and The Kites Live at Brazos Valley Brewing Company
- The Greatest Gift: Nativity Display
- The Polar Express Movie & Pre-Show Party at The Barnhill Center
- Dan Golvach Live at Grapevine on Main
- Bus Brenham Live at Wine Bar Brenham
- Payton Howie Live at Main Street Uncorked
- Jes Schneider Live at Floyd's Lounge
- Rob Moorman Band Live at The Southern Folly
- The Ocean Live at HSF Biergarten
- Unity Theatre Presents The Game's Afoot - Holmes for the Holidays

## SATURDAY

- Christmas Scrool & Lighted Parade in Downtown Brenham
- Breakfast with Santa at Must Be Heaven (Sold out)
- Jingle Bell Market in Ant Street Inn
- Breakfast with Santa at The Southern Folly
- Holiday Rodeogarden Market at Hummingbird Hill
- Holiday Extravaganza Party at Ballad of the Bird Dog Courthouse Lawn
- Christmas Tree Lighting & Caroling on the Washington County Courthouse Lawn
- The Greatest Gift: Nativity Display
- Erik Flores Live at Brazos Valley Brewing Company
- Bus Brenham Live at Wine Bar Brenham
- Brian Thomas Live at Grapevine on Main
- Dean Erickson Live at Burton Short Stop Ice House
- Paige Lewis Live at Floyd's Lounge
- Mason Marek Live at The Southern Folly
- Sparky Parker Live at HSF Biergarten
- Unity Theatre Presents The Game's Afoot - Holmes for the Holidays

## SUNDAY

- It's a Wonderful Life showing at The Southern Folly
- Heart of Texas Christmas Show at American Legion Hall
- Unity Theatre Presents The Game's Afoot - Holmes for the Holidays

## DECEMBER

- Pictures with Santa at Blue Bell Creameries
- Elf Movie & Pre-Show Party at The Barnhill Center
- Holiday Centerpiece Workshop at Flown The Coop
- Sam Brown Live at Grapevine on Main
- Cathy Bolin Live at Burton Short Stop Ice House
- Grifters & Shills Live at Floyd's Lounge
- St. Nicholas Festival at St. Peter's Episcopal Church
- Burton's Christmas Market & More
- Pet Pictures with Santa at Puppy Dawgs & Cat Tails
- Holiday Hayride & Cocoa Cruise at Burton Short Stop Ice House
- Chappell Hill Chamber of Commerce Teddy Bear Parade
- Chappell Hill Garden Club Christmas Home Tours
- A Taste of Christmas in Downtown Brenham
- Ethan Hanson Live at Grapevine on Main
- Tim Branch Live at Floyd's Lounge
- Candlelight Christmas at Barrington Plantation
- Bethlehem in Independence Live Nativity Scene
- Festive Charcuterie Board Workshop at Wine Bar Brenham
- Ugly Sweater Charcuterie Workshop at Flown The Coop
- Cookie Decorating Class at Flown The Coop
- Unity Theatre Presents The Game's Afoot - Holmes for the Holidays
- Daley & Vincent Perform at The Barnhill Center
- The Christmas Experience at Hill & Honey Ranch
- Christmas with the Goats at Hill & Honey Ranch

## JANUARY

- 2024 Uptown Swirl in Downtown Brenham
- William Lee Harlan Performs at The Barnhill Center

## FEBRUARY

- Unity Theatre Presents The Crucible
- The Greatest Love of All - A Tribute to Whitney Houston Performs at The Barnhill Center
- Friendship Quilt Guild Texas Trails Quilt Show at Fireman's Training Center
- Forthright Club Annual Used Book Sale at the Washington County Expo



# Social Media



## SOCIAL MEDIA QUARTERLY REPORT



## INSTAGRAM Most Popular Posts



583 Likes  
13,732 Plays



309 Likes  
10,025 Plays

# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2023 - DECEMBER 2023



### FACEBOOK

#### Most Popular Posts



♥ 667 Likes  
← 106 Shares  
👁️ 70,704 Impressions



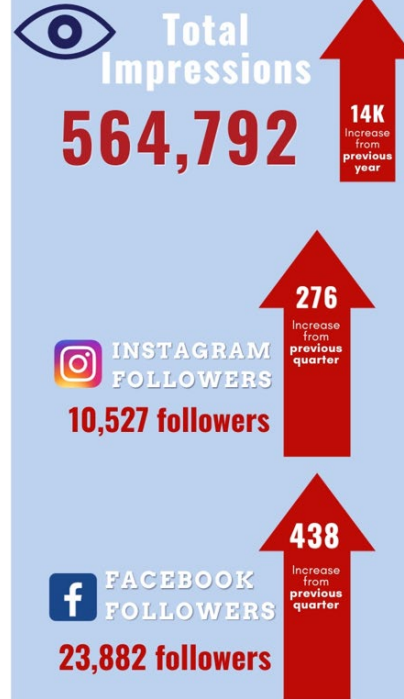
♥ 187 Likes  
← 27 Shares  
👁️ 34,518 Impressions

# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



OCTOBER 2023 - DECEMBER 2023





# Digital Marketing

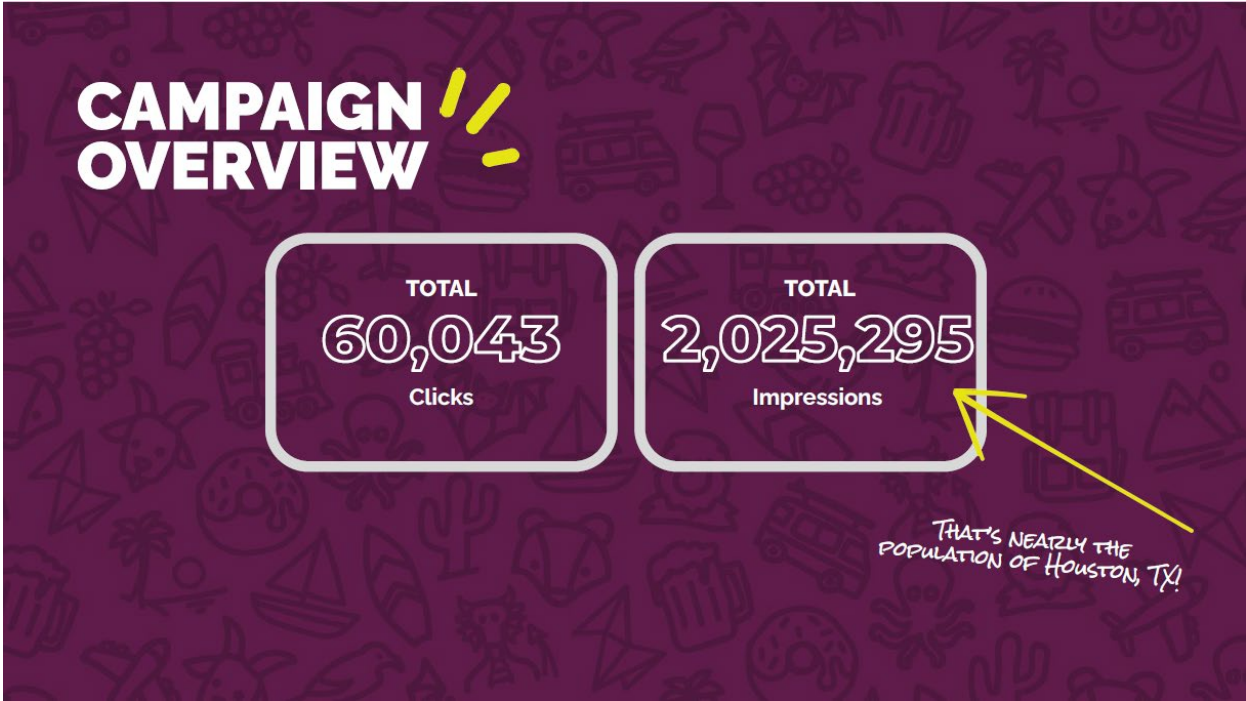


Quarterly Report

October - December 2023



# Digital Marketing





# Digital Marketing



## SEM

### OVERALL PERFORMANCE

10,523 CLICKS

38% TO GOAL OF 27,500 CLICKS

## CAMPAIGN PERFORMANCE



10,523 Clicks



Top Ad Group: Things To Do



12.34% CTR

BENCHMARK 9.19%



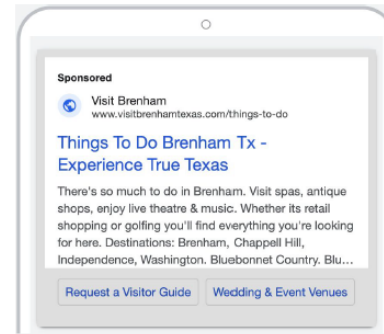
Top Keywords:

1. Brenham calendar of events (952)
2. What to do in Brenham TX (768)
3. Kid friendly things to do in Brenham TX (710)

## INSIGHTS



- Top audience interests by clicks: Nightlife Enthusiasts, Art & Theater Aficionados, Outdoor Enthusiasts
- Users ages 45-54 brought in the highest number of clicks (1,355) as well as females (4,466)
- Users located in Houston, Austin and Waco brought in the highest number of clicks



# Digital Marketing

MADDEN

## Responsive Display

### OVERALL PERFORMANCE

11,395 CLICKS  
21% TO GOAL OF 17,646 CLICKS

### CAMPAIGN PERFORMANCE



1,125,832 Impressions



11,395 Clicks



1.01% CTR  
BENCHMARK .47%

### INSIGHTS



- Holiday festival creative was the top performing, accounting for 40% of clicks with a 1.17% CTR.
- Top User Markets By DMA:
  - DFW (25%)
  - Houston (19%)
  - Austin (8%)



### Your Holiday Escape Plan



Slip away from your daily routine with a trip to Brenham this season.



# Digital Marketing

MADDEN

## Meta PR

### CAMPAIGN PERFORMANCE



465,946 Impressions



207,559 Reach



29,264 Clicks



6.28% CTR

BENCHMARK: 90%

### INSIGHTS



- Top performing ad was Holiday with a CTR of 5.92%
- 87% of clicks were female

### OVERALL PERFORMANCE

29,264 CLICKS  
165% TO GOAL OF 17,646 CLICKS



348,298 IMPRESSIONS

165,269 REACH

5,854 CLICKS

7,508 ENGAGEMENTS

5.92% CTR

# Digital Marketing

MADDEN


## Meta RM

### CAMPAIGN PERFORMANCE

 110,697 Impressions

 61,804 Reach

 6,411 Clicks

 5.79% CTR  
BENCHMARK: 90%

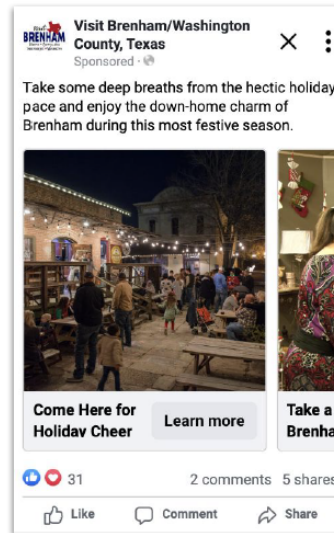
### INSIGHTS




- Top ad was Holiday with a CTR of 5.52%
- 53% of clicks were female

### OVERALL PERFORMANCE




6,411 CLICKS  
36% TO GOAL OF 17,646 CLICKS






Visit Brenham/Washington County, Texas  
Sponsored · 

Take some deep breaths from the hectic holiday pace and enjoy the down-home charm of Brenham during this most festive season.

**Come Here for Holiday Cheer** **Learn more** **Take a Brenha**

  31  2 comments 5 shares

 Like  Comment  Share

78,583 IMPRESSIONS  
43,120 REACH  
2,831 CLICKS  
3,093 ENGAGEMENTS  
5.52% CTR

# Digital Marketing

MADDEN

## Meta Video

### OVERALL PERFORMANCE


34,516 IMPRESSIONS

25% TO GOAL OF 140,000 IMPRESSIONS

### CAMPAIGN PERFORMANCE

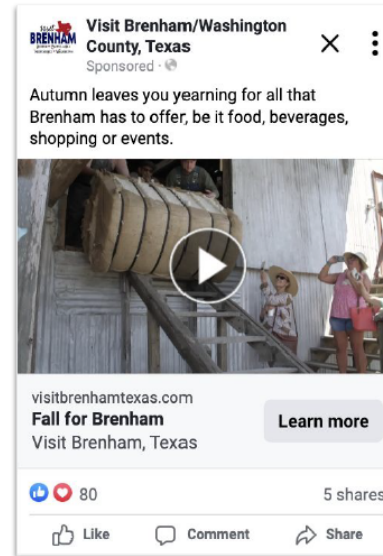
 34,516 Impressions


 2,326 Clicks

 1,732 3-second video play

### INSIGHTS



- :30 Horizontal video performed the best with 746 3-second video plays and 1,059 post engagements
- Females brought in the most # of clicks and engagements






**Visit Brenham/Washington County, Texas**  
Sponsored · 

Autumn leaves you yearning for all that Brenham has to offer, be it food, beverages, shopping or events.

visitbrenhamtexas.com  
**Fall for Brenham**  
Visit Brenham, Texas [Learn more](#)

  80 5 shares

 Like  Comment  Share

# Digital Marketing



## Google Video

### OVERALL PERFORMANCE

123,948 VIEWS  
89% TO GOAL OF 140,000 VIEWS

### CAMPAIGN PERFORMANCE



203,007 Impressions



123,948 Views



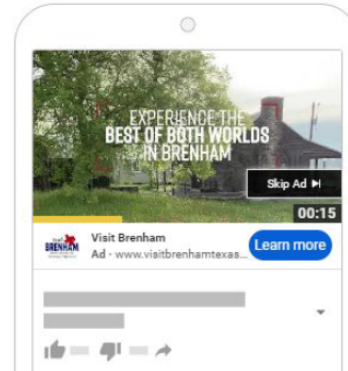
61.06% View Rate

BENCHMARK: 29.6%

### INSIGHTS



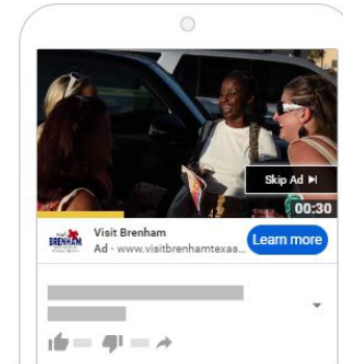
- **15 Second Video:** 87% of viewers watched the entire video
- **30 Second Video:** 13% of viewers watched the entire video
- Ages 18-24 and Males brought in the most # of views



178,151 IMPRESSIONS

107,672 VIEWS

60.44% VIEW RATE



24,856 IMPRESSIONS

16,276 VIEWS

65.48% VIEW RATE



# Print Ads

Leaves are Falling  
*Autumn is Calling*

**DON'T MISS THESE FUN FALL EVENTS**  
 Chappell Hill Scarecrow Festival | October 14-15  
 Texas Arts & Music Festival | October 21-22  
 Fall Festival of Roses | November 3-5

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

FROM HISTORIC PLACES TO MEETING SPACES

meet in **BRENHAM**

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

Connect Texas Annual

*Magical Holiday Memories Await*

JOIN US FOR THESE & OTHER FUN EVENTS

- Festival of Roses | November 3-5
- Downtown Brenham Christmas Stroll & Lighted Parade | Saturday | December 2
- Chappell Hill Garden Club Home Tour | Saturday | December 9
- Chappell Hill Teddy Bear Parade | Saturday | December 9

visit **BRENHAM**  
 BURTON \* CHAPPELL HILL \* INDEPENDENCE \* WASHINGTON

For a free Visitor Guide or lodging options go to: VisitBrenhamTexas.com | 979.337.7580

Texas Monthly & Texas Highways November



Texas Highways October

# Digital Ads




TexasHighways.com



# Digital Ads


It's Fall Y'all! Time for ...

## Festivals, Fairs, Fun



Chappell Hill  
Scarecrow Festival  
Oct. 8-9

Texas Arts &  
Music Festival  
Oct. 15-16



BURTON \* CHAPPELL HILL \* INDEPENDENCE \* WASHINGTON

## 2024 Dptown Swirl Downtown Brenham

JANUARY 13 | 3:00pm - 7:00pm  
Tickets Now On Sale!



visit  
**BRENHAM**

BURTON \* CHAPPELL HILL \* INDEPENDENCE \* WASHINGTON

TourTexas.com

## 2024 Dptown Swirl Downtown Brenham

JANUARY 13 | 3:00pm - 7:00pm  
Tickets Now On Sale!



Grab Your Friends and Head to Brenham  
for a Weekend of FUN!



visit  
**BRENHAM**

BURTON \* CHAPPELL HILL \* INDEPENDENCE \* WASHINGTON

# Bonus Media

## Sam & Carolynn | Shirttail Creek Farm | Dana Tyson Podcast

By Robert Barbosa

Nov 29, 2023



After 15 years in digital advertising, Sam and Carolynn completely changed their lives and bought Shirttail Creek Farm just outside of Brenham, TX! Listen to their amazing story on this episode of the Dana Tyson podcast.

- Follow Shirttail Creek Farm -

Instagram: <https://www.instagram.com/shirttailcreekfarm/>

Facebook: <https://www.facebook.com/shirttailcreekfarm>

Website: <https://shirttailcreekfarm.com/>

Website: <https://shirttailcreekform.com/>



Dana Tyson Podcast— feature about owners of  
Shirttail Creek Farm



Plus, The Brenham Heritage Museum is the perfect holiday destination. Brad Tegeler shares more about the innovative exhibits.

KIAH-TV USA – reach 109K

# Bonus Media



## 12 Must-Visit Small Towns In Texas

Texas, the Lone Star State, got its name from the native American Language, Caddo. The original Caddo word for Texas is Tayasha, meaning "Friendship." It is no wonder the state of Texas is known for its outstanding Southern Hospitality. The beautiful state of Texas has a unique landscape that shares some similarities between the Southern and Southwestern regions of the United States.

Being the second largest and most populous state in the US, Texas is home to many big and popular cities. If you are an adventurer or traveler on a vacation in Texas, then you are in luck. Here are 12 must-visit small towns in Texas that reflect the deep Texan history with a perfect mix of fun and adventure. Get your backpack ready for this one.

### Brenham, Texas



Exterior view of Dunlap Buildings, dating back to 1870 in Brenham. Image credit Alzada Studios via Shutterstock

Only an hour's drive from the busy city of Houston is Brenham, home to the finest creamery in the entire state of Texas. If you love ice cream, you should definitely add Brenham to your list of must-visit small towns in Texas. If you are looking to get a break from the daily hustle and bustle of Houston city, this Texas small town is the right place to be.

The town welcomes ice cream lovers, Art enthusiasts, and People looking to have some good Texan fun. From watching beautiful art carousels downtown Brenham to roaming the wildflower fields, there is a lot in store for you when you visit Brenham.

World Atlas reach – 5M



## Christmas Vacation in Houston: 16 Staycation Ideas for Things To Do With Kids



### 15. Head out on a day trip

Get out of Houston for the day with an [easy day trip](#) to a neighboring town, like the [beaches in Galveston](#) or [Blue Bell Creamery in Brenham](#).

# Bonus Media



FOOD & DRINK ARTS & CULTURE COMMUNITY LIFESTYLE WELLNESS THINGS TO DO A-LIST MAG

## 2024 Forecast: A look into what's new and upcoming in Brazos Valley

BY EMILY GOOSEY, SPECIAL CONTRIBUTOR | DECEMBER 20, 2023 11:0 AM



### Hospitality Development

Hotels and lodging options announced in 2023 are still in the works for the City of Brenham. Developments are set to open in 2024 include:

- LaQuinta Inn & Suites
- Hawthorn Suites
- Marriott

"The economic development team is continuously fielding inquiries from prospective businesses and looks forward to a robust 2024."



EXPLORE CALENDAR PLACES ▾ EVENTS CONCERTS FOOD+DRINK ARTS KIDS

Home > Arts & Culture > Top Performing Arts & Live Theater This Week: October 16 to 22,...

Arts & Culture Festivals & Events Current & Upcoming Events Theater & Dance

## Top Performing Arts & Live Theater This Week: October 16 to 22, 2023

By Holly Beretto - Oct 16, 2023

Here's our list of must-see openings:

- ***On the Exhale* at Unity Theatre | Thursday, October 19 | Ongoing** – Head to Brenham to catch this riveting play about a liberal college professor who finds herself inexplicably drawn to guns and gun ownership following a harrowing event. Recommended for mature audiences. \$27. **Showtimes vary.**

365 – Reach 83K

# Bonus Media/Advertorial

- *Houston Chronicle.com* – Butcher’s Ball and feature “Fall is Wildflower Planting Time” includes Washington County– reach **3M**
  - *Austin Chronicle* – Texas Arts & Music Festival - reach **496K**
- *TheEagle.com* – calendar listing for *Doo Wop Boys at TBC & Unity*– reach **153K**
  - *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* “12 Most underrated Texas towns to take a trip to” included a sidebar titled “11 Cutest Small Towns” which included Brenham– reach **4M**



# Bonus Media/Advertorial

- *Houstonia Magazine* – feature titled “Everything you needed to know for a weekend trip to Round Top” includes mention of Texas Cotton Gin Museum – reach **377K**
- *KTMS-TV* – feature titled “Made in Texas” includes Blue Bell– reach **242K**
  - *365 Things to do in Houston* – includes Candlelight Christmas at Washington-on-the-Brazos – reach **79K**
    - *YouTube – The Daytripper at Blue Bell parlor*

# DMO & Visitor Center Updates

- Completed 517 visitor bags for 5 groups
- Fire Museum Tour Groups were strong through fall and the holidays – gained 2 new tour guide volunteers!
- Developed 2024 Visitor Guide distribution plan for 115,000 guides
- Updated and published blogs: Uptown Swirl, Destination Shopping Around Brenham, and Holiday Happenings
- Visitor Center closed for Thanksgiving, Christmas Eve, Christmas and New Year's Eve



# DMO & Visitor Center Updates

- Began scheduling spring tours
- Updated ArtWalk map with new murals
- Planned Tourism Partner Awards Reception
- Showed TBC movies to two Houston tour groups
- Attended Texas Independence Trail Region (TITR) Texian Rally in Seguin – Lu serves on the TITR Board
- Kathrine attended her first meeting as a Washington County Chamber of Commerce Board Member



TEXAS HISTORICAL COMMISSION  
TEXAS HERITAGE TRAILS PROGRAM



# DMO & Visitor Center Updates

- Delivered holiday goodies and cards to hoteliers
- Museum on Main Street (MoMS):

Working with partner communities to establish their participation – trails

Heritage Society of Washington County partnership

Blinn?

Main Street approval for use of Belle's Alley for permanent exhibit



# DMO & Visitor Center Updates

- New hotels scheduled to open later in 2024
- Lodging Property Update:

Last quarter – 4 new;  
2 closed

Currently working 12 delinquent properties, at different places in the enforcement process

Ended 2023 with 94 properties located in the city limits



# The Barnhill Center



**Events / Meeting Rentals - 9**

**Wedding Events - 4**

**Jomo & The Possum Posse**

**Brass Transit**

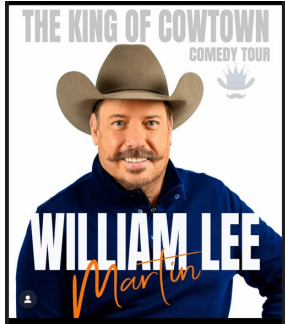
**Gatlin Brothers**

**Dailey & Vincent**



**Created two Christmas  
movie events with  
party add-ons –  
fun had by all!**

# Just Around the Corner...



**February 13:**  
Lodging Partner  
Meeting with  
Scott Joslove



**January 19:**  
2024  
Entertainment  
Season begins!



**SPRING IS  
COMING!! YAY!!  
(UGH!!!)**



**AGENDA ITEM 9**

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Washington County Expo Report

Date: January 12, 2024

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Expo Director Harrison Williams supplied the attached Expo Report. He will be at the meeting to answer any questions.

# Q1 2024 HOT Report

## Retail Look Backs/Projection and Feedback

### Lost Opportunities 2023

	Number of Events	
Business	19	\$47,975.00
Livestock	12	\$84,420.00
Equestrian	14	\$28,125.00
Personal	105	\$79,200.00
Quinquennia's	10	\$11,650.00
Weddings	24	\$29,900.00
	Total Potential Lost Revenue	\$209,970.00

### Lost Opportunities of Note

- 2023 American Brahman Breeders National Show
- American Quarter Horse Association International Cutting Computation
- Invitational Cutting Series (6 events)

### Revenue

2022 Total Revenue \$253,946.77

2023 YTD Revenue \$264,516.00

### Feedback

- Pros
  - New picnic tables
  - New trash cans
  - Sound System
  - Upstairs of the Sales Facility refresh
  - Barn 3 pens for sale cattle
  - Scale system
- Cons
  - Need Better AC in the Sales
  - Barn 3 Needs to be wider (HLSR)
  - Barn 1 needs new pens
  - Bathrooms
  - Not enough power
  - Lack of subsidized pricing



## Fair 2023 Look Back

	2023
Utilities	\$16,817.40
Trash	\$9,149.90 (67.59T)
Staffing	\$16,500.00
Supplies/ Other	\$17,776.00
Total Expenses	\$60,242.90
Total Revenue	\$40,000.00
Total Cost of Fair	-\$20,242.90

## Feedback

Pros	Cons
Packed stalling in Barn 3 allowing for pellets	Air Conditioning issues
New sound system	Parking Lot Lights
Cleaners	Rodeo Arena
New Barn 3 stalls	Not enough space for Vendors
	Parking Impact on surrounding area



## Current Projects

### Access Control/ Cameras

Work to be finished

- Access Control
  - Office Annex
    - South and east door
  - Event Center
    - South and east doors

### Homland Security Advisory Council Grant

- Barn 3 \$10,000.00
  - 10 Needed
- Barn 2 \$10,000.00
  - 10 Needed
- Barn 1 \$5,000.00
  - 5 Needed
- Beer Barn \$3,000.00
  - 3 Needed
- Rabbit Barn \$4,000.00
  - 4 Needed
- Office \$2,000.00
  - 2 Needed
- Equipment
  - \$5,000.00
- Misc.
  - \$1,000.00

### Project Total

**\$40,000.00**

### MasterPlan Timeline

1<sup>st</sup> Market Findings Draft complete 1/23

2<sup>nd</sup> Draft Analysis 2/13 Tentative

3<sup>rd</sup> Final Analysis 2/27 Tentative



## Industry Facility Trends

In summary, **the average scale of a venue:**

- 150 acres
- 1 coliseum
- 4 arenas
- 800 stalls
- 140 RV units

**Price points and price ranges for these venues, the average rates and ranges per asset offered are represented here.**

Venue Industry Assets: Average Rates/Asset/Day			
▲	Average # units	Average Rental/day	Rental Range/day
Coliseum	1	\$1,882	\$900 - \$5,000
Covered Arena(s)	1.5	\$1,007	\$400 - \$2,000
Outdoor Arena(s)	4.5	\$457	\$150 - \$1,000
RV Capacity	150	\$33	\$15 - \$60
Stall Capacity	927	\$24	\$12 - \$45

4D Production data: updated Feb 2023

## **Upcoming Q1 Public Events for 2024**

- 1/27-28 Ranch Sorting
- 1/31 Bluebonnet Master Gardner Association Training
- 2/3 21-Mens Club Western Dance
- 2/11 Boy Scout Troop 577 Fundraiser
- 2/13 Pipeline Training
- 2/15 Connect after 4
- 2/19-2/24 Fortnightly Book Sale
- 2/23-24 Beefmaster Sale
- 3/2 Greater Houston Quarter Horse Association
- 3/7-3/9 Texas Carnival Glass Convention and Sale
- 3/8-3/10 Bluebonnet Horse Cutting
- 3/10 Circus Funtastic
- 3/16 STBRA Barrel Racing