



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, APRIL 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.]

REGULAR SESSION

3. Discuss and Possibly Act Upon Approval of Minutes from January 18, 2024 Tourism Advisory Board Meeting

WORK SESSION

4. Introduction of New Visit Brenham Team Member Elayne Grisbee

5. Update on Hosting of Smithsonian's Museum on Main Street Exhibition

6. Report on Visit Brenham Application for Recognition as an Inaugural Texas Tourism Friendly Community

7. Report on Formation of STR Group and Plans for Upcoming Meetings

8. Report on New Tourism Grant Application Being Developed

9. Visit Brenham DMO Fiscal Year Q2 Report

10. Washington County Expo Report

11. Administrative Report

12. Adjourn

CERTIFICATION

I certify that a copy of the April 18, 2024, 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, April 12, 2024, at 3 pm.

Tourism and Marketing Specialist

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, January 18, 2024, 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
DeWayne Burnett
James Pharaon
Jenny Van Dorf
Harrison Williams

Board Members absent:

Stacey Walters

Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Lu Hollander with Visit Brenham; Partners & Visitor Experience Manager, Kathrine Briscoe; Manager of The Barnhill Center, Alex Dill; 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.

3. Welcome New Board Member DeWayne (DB) Burnett

Jennifer Eckermann, Tourism & Marketing Director presented this item. She welcomed new Board member Burnett to the board. He gave an overview of his career and where he is currently. Everyone welcomed him to the Board.

REGULAR SESSION

4. Discuss and Possibly Act Upon Approval of Minutes from July 13, 2023, Board Meeting

A motion was made by Board Member Commissioner Hanath and seconded by Board Member Harrison Williams to approve the minutes from the October 26, 2023, Board Meeting.

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

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

WORK SESSION

5. Visit Brenham Staff Update

Jennifer Eckermann, Tourism & Marketing Director presented this item. Hannah Mertz, Group Sales Manager, has left and we have made some tweaks to her position to make it more destination services and group-oriented to better fit our current needs. We have had some interesting interviews, but we were not able to find the perfect fit. We decided to wait until after the holidays and will begin our search again.

6. Review the 2024 Marketing+ Plan

Jennifer Eckermann, Tourism & Marketing Director presented this item. Our 2024 Marketing+ Plan shows each month where and what topics we will submit ads for. The + is for the extra columns that help us keep up with a variety of other items on our calendars as well. We use Datafy to help us target campaigns, the season announcement of The Barnhill Center, and the downtown. All are doing well. Board member Van Dorf asked about Influencers, and we have one coming in April.

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

Jennifer Eckermann, Tourism & Marketing Director presented this item. She reported several updates concerning our progress in planning the MoMS exhibit in Brenham/Washington County. They include possible new partnerships with Blinn College and the Heritage Society. Meeting with our community partners to line out their participation, and approval to use Belle's Alley for the Freedom Colonies exhibit, and there will be a workshop for our partners and other communities in the Texas Independence Trail Region. Each partner community will oversee planning their events, have a gathering place to meet for these events, and work on these as well. Working on the idea of a sound walk for Camptown and James Pharaon would like to sit in on this meeting with Blinn when it is scheduled.

8. Visit Brenham DMO Fiscal Year Q1 Report

Jennifer Eckermann presented this item. Eckermann reported that there was a Hotelier meeting earlier in the week and they all enjoy having these updates on HOT and other items in our Q1 report. The Q1 report shows all that we have accomplished in the first quarter with our E-Newsletter, the What's Happening, social media, digital marketing, digital and print ads, and bonus media/advertorials along with data collected from these items. She gave DMO & Visitor Center updates, The Barnhill Center, and what is coming soon.

9. Washington County Expo Report

Harrison Williams, Director of the Washington County Expo presented this item. He gave an overview of what has been happening in the first quarter of 2024 and, lost opportunities and revenue due to not having enough space at the Expo. He is working on the Master Plan timeline for the Expo and the first marketing draft findings will be completed on January 23, the second draft analysis is tentative for February 13, and the third final analysis is tentative for February 27. The Expo will need from 120 to 150 acres if it decides to move or even expand, and the study will need to focus on what is best for the community. He also presented a list of what their upcoming events are for the Expo.

10. Administrative Report

Jennifer Eckermann presented this report. She and Commissioner Hanath met to discuss updates to the Tourism ILA between the City of Brenham and Washington County. Both acknowledge we can improve communication and cooperation between the entities and the flowing changes to the process will help us to achieve that. There will be a restart button on the Eligibility Committee with the following change the committee will be responsible for reviewing Tourism Grant Applications for eligibility and a member will also serve as an ex-official member of the County's Grant Funding Committee and will present the Eligibility Committee findings at the bi-annual application funding meetings. The City will continue to process the Grant Applications and the Funding Committee will meet soon with City representatives to update the application, the process and procedures, and the use of the Post-Event Reports in funding decisions. The application will be simplified, and the City will work to make the application process more efficient within the limitations of our current resources. We will hold a joint training workshop on the use of HOT funds for current or future applicants who would like to attend in April. We are looking at a new process to put into place to become a Tourism Friendly Texas Certified Community. A Letter of Intent will need to be sent by February 9 to participate in the program's inaugural year. Applicants will meet with Travel Texas staff for approval before submitting the Tourism Friendly Texas Certified Community online training.

With no further business, Scott Atwood adjourned the meeting.

Scott Atwood
Board Chair

Date

ATTEST:

Nancy Joiner
Tourism & Marketing Specialist

Date



AGENDA ITEM 4

To: Tourism Advisory Board

From: Kathrine Briscoe, Tourism & Marketing Manager

Subject: Visit Brenham Staff Update

Date: April 12, 2024

Visit Brenham hired Elayne Grisbee to be our Destination & Partner Coordinator. She started March 5, 2024, which was the week prior to Spring Break.

Elayne is a recent graduate of the University of North Carolina at Greensboro, where she majored in Economics and was a Division 1 volleyball player all four years. She has years of customer service experience, wonderful attention to detail, and organizational skills that will all be beneficial in this role. We are excited to introduce her as the newest member of the Visit Brenham team!



AGENDA ITEM 5

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Update on Hosting of Smithsonian's Museum on Main Street Exhibition

Date: April 15, 2024

We will have updates for you on progress in planning for the Smithsonian's Museum on Main Street traveling exhibit program coming in December.

Work is progressing on our local exhibits, and our plans with community partners are evolving as we go.

We look forward to sharing details on Thursday.

Smithsonian's MoMS Updates

There is a lot of work going on to accomplish our application goals of:

- **Sharing untold stories of local African American history**
- **Celebrating the 100th Anniversary of the Historic Simon Theatre**
- **Increase heritage tourism in Washington County**



Local Exhibits



Belle's Alley Exhibit
Freedom Colonies of Washington County

Local Exhibits



Camptown Exhibit & Soundwalk

Sharing the history of one of Washington County's Freedom Colonies

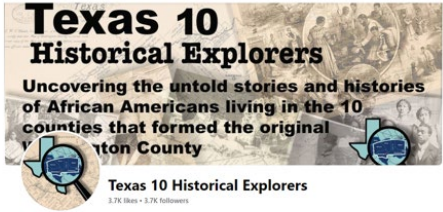
Local Exhibits



“100 Years of Simon” Exhibit

Celebrating the 100th Anniversary of the Historic Simon Theatre

Smithsonian's MoMS Updates



Smithsonian's MoMS Updates



**Tourism Partner Communities of Brenham, Burton,
Chappell Hill, Independence, and Washington**
Washington County Historical Commission

Smithsonian's MoMS Updates

Largest project will be a partnership with WCHC
to update, design and print a new

**Washington County Historical Markers Guide – thanks in part to
support of Washington County Commissioner's Court**

In addition, brochures and rack cards will be developed to
promote all the activities and programming being planned,
including the two trails and exhibits

We will also update and reprint historical walking tour brochures,
Artwalk maps – all branded with the Smithsonian logo in
conjunction with the Museum on Main Street project

Smithsonian's MoMS Updates

Marketing Plan being developed, to include:

Print and radio advertising

Digital Marketing

Social Media

Billboards

Signage in high traffic areas

PR Efforts

Smithsonian's MoMS Updates

Currently, we're working on:

Fundraising – **Many thanks for support of WCCC!**

Development of a volunteer committee

Design and development of the
new Historical Markers Guide

Timeline and calendar for all projects

Ongoing communication with
community partners on how they can benefit



AGENDA ITEM 6

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on Visit Brenham Application for Recognition as an Inaugural Texas Tourism Friendly Community

Date: April 15, 2024

Travel Texas, part of the Office of the Governor's Economic Development and Tourism division, is responsible for promoting Texas as a premier travel destination.

Like other state agencies, Travel Texas is implementing a certification program. The Tourism Friendly Texas Certified Community program is a new designation created to encourage communities across Texas to pursue tourism as an economic development strategy and provide resources to support those efforts. The program is open to local governments or non-profit organizations that serve as the lead for tourism promotion and development efforts in the community.

Visit Brenham submitted a Letter of Intent to apply to become one of the inaugural certified communities, and upon acceptance, also submitted general information in the first section of the application which has been approved.

Kathrine and I will be meeting this afternoon with Travel Texas concerning next steps, and we will update you at the Thursday meeting.



AGENDA ITEM 7

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on Formation of STR Group and Plans for Upcoming Meetings

Date: April 15, 2024

During a meeting with TH&LA President and CEO Scott Joslove, he encouraged the formation of a STR property owner group that would set up regular meetings and agendas for those meetings.

He “assigned” several owners in attendance to a committee to plan these meetings, which included Adrienne Schwartz, Keith Hankins, and Tiffany Eckhardt. The committee developed a plan for bi-monthly meetings, with topics for each.

Visit Brenham sent an email to the property owner list – those who are registered on iDSS and included on our website – and encouraged them to participate, and to contact Adrienne if they are interested. With the committee, the group now numbers 20.

The initial plan for meeting topics includes:

Suggestions for Topics

1. County Partners & Tourism - Where is the HOT tax currently going? What are County’s future plans for use? What is the grant process for other cities to use? Other suggestions for funds? How can hospitality owners help?

2. City Partners & Tourism - What is the City of Brenham doing? What are other smaller communities doing? (Maybe we can get reps if available from other towns). Open dialog with hospitality owners on how we can all work together to bring people to Washington County.

3. Housekeeping & Repairs - Tips & tricks. What are the issues facing hospitality owners with maintaining their property? What do you do for linens/ towels? Best practices? Would the group be interested in starting a google database to share contractors/ housekeepers etc?

4. Insurance & Legal matters (maybe Scott can come in for this and possibly an insurance provider that deals in STR)- Are we covered appropriately? Share any insurance stories/

suggestions on coverage. (This is becoming one of our biggest cost so understanding on what we can do to bring it down but still remain covered).

5. Marketing- How do you market your property off platform? Social Media tips and tricks. How can we link in to other advertising Visit Brenham is doing? How do we help promote events that would benefit all?

6. Crime & Security- (get Washington County Sheriff/ Brenham Police to do a presentation on crime statistics). What are things we can do to protect our property and guests? Share what you do to monitor/ protect your property.

The first meeting planned with the county is being held at the EMS building this Wednesday. I will ask Commissioner Hanath to give us an update at the Thursday meeting!



AGENDA ITEM 8

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Report on New Tourism Grant Application Being Developed

Date: April 15, 2024

The County Tourism Grant Funding Committee is in the process of updating the Tourism Grant Application.

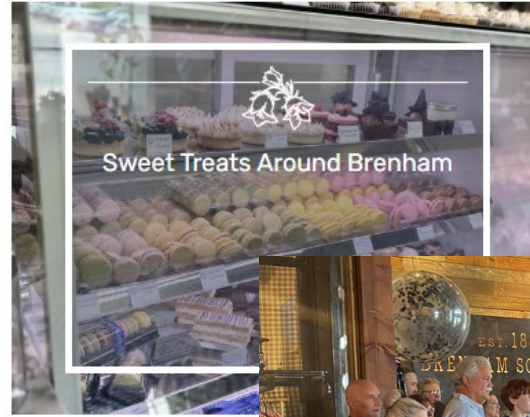
I will ask Commissioner Hanath to update the Board on their progress.

Visit Brenham DMO Q2 Report

Presented to:
Tourism Advisory Board
April 18, 2024

DMO & Visitor Center Updates

- Hosted Tourism Partner Awards event
- Original Visitor Guide shipments and deliveries of more than 49,000
- Assisting with MoMS community partner planning
- Updated and posted Sweet Treats and Wildflower Etiquette Blogs. Created new Spring Happenings and Picnic Places Blogs.
- Provided 360 visitor bags for 9 groups
- Attended Schoolhouse Hotel ribbon-cutting



DMO & Visitor Center Updates

- Updated VB website for spring
- Wildflower Watch Map & Page went Live on February 22
- Continue working with partners to include spring events on calendar
- Worked with room blocks for Order of Eastern Star, and USA Softball of Texas
- Provided 360 visitor bags for 9 groups
- Coordinated 9 group tours throughout Washington County



Spring Break Experiences!



- Manned an information booth at Blue Bell for Spring Break – more than 23,500 visitors!
- Fire Museum open all week – 1,126 visitors, up 23% over last year
- Visitor Center welcomed visitors from France, Australia, Scotland, Canada, Germany, The Netherlands, Japan, China, and India!

Visitor Center

	January 2024 / 2023	February 2024 / 2023	March 2024 / 2023	Q2 TOTALS 2024 / 2023
Walk-Ins	208 / 598 (Swirl participant)	293 / 292	819 / 1,180	1,320 / 2,070
Visitor Guides Mailed	161 / 213	227 / 358	450 / 511	838 / 1,082
Phone Calls	125 / 146	147 / 111	262 / 291	548 / 321

Visit Brenham/WC Website



- Search
- Groups & Meetings ▾
 - Weddings ▾
 - Sports
 - Tours & Fun
 - About ▾
 - Things to Do ▾
 - Event Calendar
 - Dining ▾
 - Lodging ▾
 - Shopping ▾
 - Beyond Brenham ▾

Welcome to Brenham



Visit Brenham/WC Website



Wildflower Watch page & map went live in February.

Wildflower Watch Map



- Sent the Wildflower Watch Map flyer to all of our tourism partners.
- We have received over 162,000 views on the Wildflower Watch Map!

Visit Brenham/WC Website

	Views	Users	Views Per User:	Avg. Time of Engagement
January	49,452	13,834	3.57	1m 30s
February	51,768	17,150	3.02	1m 21s
March	160,099	57,122	2.80	1m 2s
Q2 TOTALS	261,319	88,106	3.13	1m 18s

E-Newsletter

	January	February	March
Sent/ Successful	10,797 / 10,659	10,907 / 10,760	11,418 / 11,215
Open Rate*	37.2%	39.2%%	36.5%
Click Rate**	2.8%	3.1%	2.8%
Top Clicks	<ul style="list-style-type: none"> • Events Calendar • Art Show at MC Arts Studio • VB Live Music Page • Homepage • Coffee Brewing Demo at WOB 	<ul style="list-style-type: none"> • Events Calendar • Homepage • Live Music Page • Milk & Honey Instagram • Texas Trails Quilt Show 	<ul style="list-style-type: none"> • Bluebonnet Festival • Homepage • Events Calendar • Picnic Blog • Unity: Dancing Lessons

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

“Happenings This Week”

SPRING BREAK EDITION!



What's Happening

Brenham & Washington County

Spring Break Week

MARCH 11 - 17, 2024

WEDNESDAY

- Scavenger Hunt at Brenham Heritage Museum
- Antique Carousel Rides at Fireman's Park

THURSDAY

- Engine & Ginner Work Day at Burton Cotton Gin Museum
- Scavenger Hunt at Brenham Heritage Museum
- Trivia & Nachos Night at Brazos Valley Brewing Co.
- Open Mic Night/Karaoke at The Southern Folly
- Trivia at Burton Short Stop Ice House
- Antique Carousel Rides at Fireman's Park

FRIDAY

- Scavenger Hunt at Brenham Heritage Museum
- Trick Meyers Live at Brazos Valley Brewing Company
- Robert Zientek Live at Nathan's BBQ
- Dan Whitsker Live at Grapevine On Main
- Beth Lee Live at Floyds Lounge
- Karissa Rollins Live at Burton Short Stop Ice House
- Mason Marek & The Drifters Live at HSF Biergarten
- Antique Carousel Rides at Fireman's Park

SATURDAY

- Beasts of Burden at Barrington Plantation State Historic Site
- Scavenger Hunt at Brenham Heritage Museum
- Top Floor Cars & Ram Optical Car Show at Top Floor Cars
- St. Paddy's Day Bounce in Downtown Brenham
- Chase Kimey Live at Brazos Valley Brewing Company
- Andrew Bateman Live at Grapevine On Main
- Tim Branch Live at Floyd's Lounge
- Mason Marek Live at Burton Short Stop Ice House
- Nite Moves Live at HSF Biergarten
- Antique Carousel Rides at Fireman's Park

SUNDAY

- Beasts of Burden at Barrington Plantation State Historic Site
- Scavenger Hunt at Brenham Heritage Museum
- Antique Carousel Rides at Fireman's Park
- John Egan Live at HSF Biergarten

Full list of events can be found on our website!

www.VisitBrenhamTexas.com

Brenham Visitor Center

115 W. Main Street
979-337-7580

Spring Break Activities March 11-17

Brenham:

Antique Carousel Rides

Mon - Sat 11 - 4, Sun 1 - 4

Blue Bell Creamery

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

Brenham Fire Museum

Monday - Sunday 11 - 3

Brenham Heritage Museum

Monday - Sunday 10 - 4

Horseshoe Junction Family Fun Park

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

Skating at Silver Wings Ballroom

Mon & Tues 12-5, Wed 12-5 & 6-9, Thurs 12-5,
Fri 12-5 & 7-10, Sat 11-2 & 2-5, Sun 2-5

Swim Inflatables at Aquatic Center

Mon - Fri 1 - 4

Mr. Gatti's Pizza & Games

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

Around the County:

Texas Cotton Gin Museum

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

Burton Railroad Depot & Museum

Mon - Sat 10am - 4

Peeka Ranch Alpaca Farm

By appoint only Mon - Sat 10am - 2:30

Chappell Hill Lavender Farm

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

Chappell Hill Historical Museum Wed - Sat 10 - 4

Antique Rose Emporium

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

Texas Baptist Historical Museum Tues - Sat 10 - 4

Washington-on-the-Brazos State Historic Site

Grounds: open daily 8-5. Temporary Visitor Center: 9:30-5
Independence Hall Tours: Sun-Sat at 11, 1, and 3
Barrington Plantation State Historic Site: Sun - Sat 10 - 4:30

Wine & Beer Tastings:

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

Saddlehorn Winery Thurs - Sun 11 - 6

Chapelton Vineyards Wednesday - Monday 11 - 6

Brazos Valley Brewery
Wed & Thurs 3 - 9, Fri & Sat 12 - 10, Sun 12 - 7

Social Media

SOCIAL MEDIA QUARTERLY REPORT



JANUARY 2024 - MARCH 2024



Total Impressions

1,048,591

188K

Increase from previous year

22%



INSTAGRAM FOLLOWERS

11,340 followers

813

Increase from previous quarter



FACEBOOK FOLLOWERS

25,497 followers

1,615

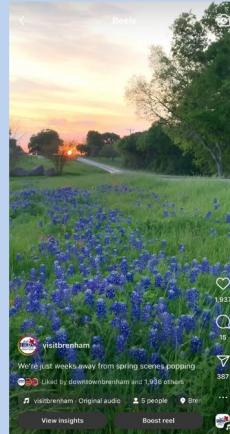
Increase from previous quarter

Social Media



SOCIAL MEDIA QUARTERLY REPORT

INSTAGRAM Most Popular Posts




1,938 Likes
52,324 Plays
40 Hrs Watchtime




1,492 Likes
13,994 Impressions

Social Media

SOCIAL MEDIA QUARTERLY REPORT

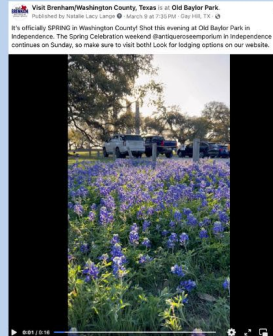


JANUARY 2024 - MARCH 2024

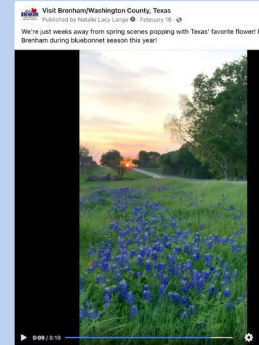


FACEBOOK

Most Popular Posts



♥ 6,586 Likes/Reactions
↗ 1,115 Shares
👁 323,170 Impressions



♥ 3,679 Likes
↗ 513 Shares
👁 107,016 Impressions

Social Media



SOCIAL MEDIA QUARTERLY REPORT

JANUARY 2024 - MARCH 2024

Popular Posts
for Communities



Chappell Hill



Social Media



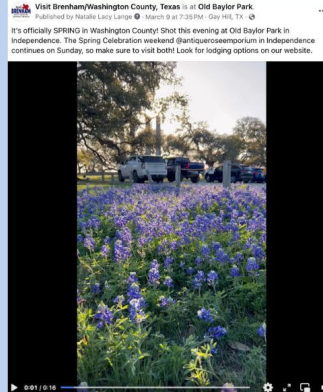
SOCIAL MEDIA QUARTERLY REPORT

JANUARY 2024 - MARCH 2024

Popular Posts
for Communities



Independence



Social Media



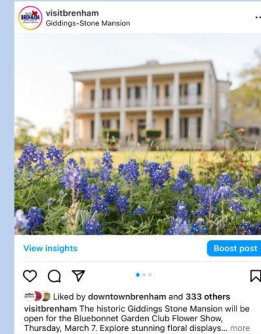
SOCIAL MEDIA QUARTERLY REPORT

JANUARY 2024 - MARCH 2024

Popular Posts
for Communities



Brenham



Social Media



SOCIAL MEDIA QUARTERLY REPORT

JANUARY 2024 - MARCH 2024

Popular Posts for
Communities



Burton



Social Media



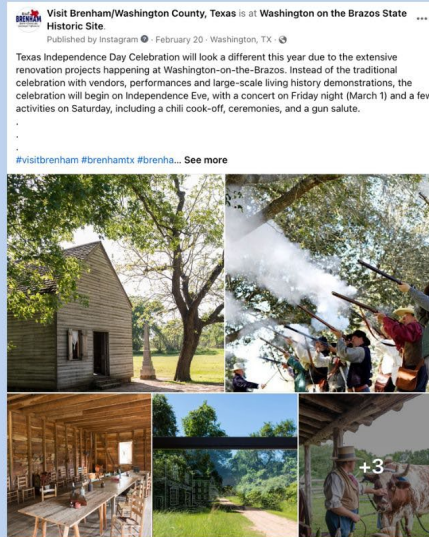
SOCIAL MEDIA QUARTERLY REPORT

JANUARY 2024 - MARCH 2024

Popular Posts
for Communities



Washington



Digital Marketing



Digital Marketing



TACTICS AT A GLANCE

AWARENESS

→ Google Display

WHY?

Google Display reaches audiences across millions of websites, videos, and apps where potential customers are likely to be browsing, thereby increasing the visibility and recognition of Visit Brenham.

INSPIRATION

→ Google Video
→ Meta Video

HOW?

Video leverages engaging content to connect emotionally with viewers, showcase Brenham's attractions, and spark interest, which in turn creates a stronger desire to visit.

CONSIDERATION

→ Meta Remarketing

WHO?

Designed to re-engage users who have interacted with previous ads or visited the website, Remarketing campaigns serve ads that remind and persuade these users to reconsider and take action, effectively nurturing them through the decision-making process towards conversion & planning.

CONVERSION

→ Google SEM
→ Meta CTS

WHAT?

These campaigns are focused on driving conversions by capturing high intent users. By targeting these users with specific ads that lead to a site or landing page, these campaigns aim to directly increase time and engagement on site.

Digital Marketing



PERFORMANCE AT A GLANCE

SEM

- 19,104 clicks
- 136,179 impressions
- 14.03% avg. ctr
- \$0.17 avg. cpc
- at 117% of goal

DISPLAY

- 2,732 clicks
- 1,732,545 impressions
- 0.16% avg. ctr
- \$0.48 avg. cpc
- at 58% of goal

GOOGLE VIDEO

- 130,631 clicks
- 212,694 impressions
- 61.42% view rate
- \$0.015 avg. cpv
- at 197% of goal

META CTS

- 13,620 clicks
- 675,527 impressions
- 2.02% avg. ctr
- \$0.09 avg. cpc
- at 142% of goal

META RM

- 10,105 clicks
- 368,183 impressions
- 2.74% avg. ctr
- \$0.09 avg. cpc
- at 150% of goal

3,125,128
TOTAL IMPRESSIONS

45,735
TOTAL CLICKS

Digital Marketing

DMO TOURISM INDUSTRY BENCHMARKS

PERFORMANCE TACTIC	YOUR CTR	MADDEN BENCHMARK CTR	DIFFERENCE
SEM	14.03%	8.8%	+5.6%
GOOGLE DISPLAY	0.16%	0.86%	-0.7%
GOOGLE VIDEO (YOUTUBE)	61.42%	53.64% VIEW RATE	+7.78%
META PROSPECTING (CTS)	2.02%	1.49%	+0.53%
META REMARKETING	2.74%	1.56%	+1.18%

Digital Marketing

MADDEN

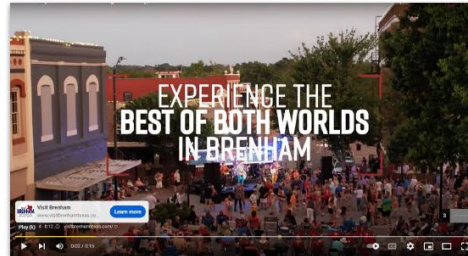
TOP PERFORMERS

GOOGLE RESPONSIVE



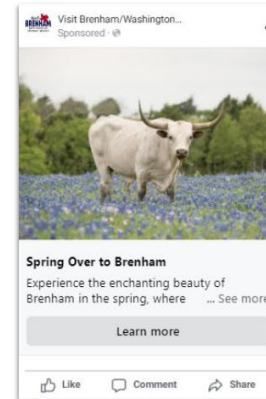
1,695,513 **IMPRESSIONS**
776 **CLICKS**
0.05% **CTR**

YOUTUBE - BEST OF BOTH WORLDS



198,341 **IMPRESSIONS**
121,310 **VIEWS**
61.16% **VCR**

META PROSPECTING



446,557 **IMPRESSIONS**
205,641 **REACH**
7,087 **CLICKS**
1.59% **CTR**

Digital Marketing

MADDEN

SEARCH

WHAT WORKED

- CTR is phenomenal at 14.03%
- Despite a reduction in the yearly SEM budget reflecting a decline in YoY traffic, we have surpassed the original click goal due to low CPC costs and high CTRs

KEY LEARNINGS

- 94% of all clicks came from Texas (83.29% CR) and Louisiana (84.12% CR). As a result, geotargeting was updated to only those 2 states.
- Top Keywords: bluebonnets near brenham (1,819 clicks); kid friendly things to do in brenham tx (1,815); what to do in brenham tx (1,475); texas bluebonnets season (1,182); brenham bluebonnet trail (1,116)
- Most clicks were from users ages 35-65+, with no significant difference in performance between those age groups. Females brought in more clicks (69%), as well as users in the Top 10% HHI bracket (33%).
- Users spent an average of 1m 20s on site, averaging 3 pages per visit.

IMPLICATIONS FOR FUTURE CAMPAIGNS

- Continue to expand blog posts to capture traffic from the highest performing keywords, such as “kid-friendly activities” or “best places to eat in Brenham.”

136,179

IMPRESSIONS

19,104

CLICKS

14.03%

CTR

82.24%

CONVERSION RATE

15,710

CONVERSIONS

Digital Marketing

MADDEN

DISPLAY

WHAT WORKED

- 32% of project impression goal was met by the Spring display campaign alone.
- CPM costs were only \$0.76, \$0.89 lower than the average of \$1.76.

KEY LEARNINGS

- Users ages 18-24 brought in the most impressions (567,212) however ages 25-34 brought in the most clicks (912).
- 67% of impressions were from male users.
- 80% of clicks & 50% of impressions were made on mobile devices, but 60% of conversions were made on tablets or computers. (10 out of 18)
- 76% of clicks came from users in the Travel Buffs affinity audience.

IMPLICATIONS FOR FUTURE CAMPAIGNS

- Continue leveraging Google Display in order to reach younger audiences. Consider creating content that may feature people within these age groups, or people engaging in things to do/attractions most popular within the young adult demographic.

1,732,545

IMPRESSIONS

2,732

CLICKS

0.16%

CTR

Digital Marketing



GOOGLE VIDEO

WHAT WORKED

- :15 Video outperformed the :30 with 121,310 views and 167 clicks

KEY LEARNINGS

- Views were most evenly distributed among users ages 18-64 with the highest number coming from ages 35-44 (30,394)
- 62% of views were from males, & 85% of views were from users in the top 10-30% household income
- Dallas-Ft. Worth and Houston collectively brought in 50% of views
- TV Screens made up 70% of views, Mobile Phones were the runner up with 21% of views.

IMPLICATIONS FOR FUTURE CAMPAIGNS

- With 70% of views coming from TV screens, an opportunity lies in advertising on YouTube TV. This can increase Brenham's visibility among audiences who prefer traditional TV viewing experiences, but with the added benefits of digital targeting. It also serves as an efficient way to place your brand in front of viewers who are already in a receptive mode while watching their favorite content.

212,694

IMPRESSIONS

130,631

VIEWS

61.42%

VIEW RATE

Digital Marketing

MADDEN

META PROSPECTING

WHAT WORKED

- The image of the longhorn in the bluebonnets brought in 52% of all clicks with a CTR of 1.59%.

KEY LEARNINGS

- 81% of clicks were from female users.
- 78% of all clicks were from users 25-54, with the top demographic being women 35-44 (29%).
- Houston was the top DMA, bringing in 7,053 clicks with a CTR of 2.77%.
- Wildflowers ad group brought in the most engagements at 8,814 (54% of total engagements).

IMPLICATIONS FOR FUTURE CAMPAIGNS

- Create a general awareness campaign to run throughout the entire year, with smaller campaigns focused on the largest events of the year. As a conversion focused campaign, this would help boost overall website engagement, with events being complementary rather than the primary focus.

675,527

IMPRESSIONS

306,335

REACH

13,620

CLICKS

2.02%

CTR

Digital Marketing

MADDEN

META REMARKETING

WHAT WORKED

- Events ad group drove 81% of clicks, 84% of impressions, and 80% of post engagements, with a CTR of 2.66%.

KEY LEARNINGS

- Female users brought in 79% of clicks
- 74% of clicks were from ages 45-64.
- The top demographic was women ages 55-64 (36% of clicks).
- Events ad received 80% of all post engagements (9,625 clicks).

IMPLICATIONS FOR FUTURE CAMPAIGNS

- Consider utilizing video content within Meta remarketing campaigns, in order to leverage emotionally engaging content with previously interested users.
- Both Prospecting and Remarketing received the most engagement from female users. With this in mind, it may be beneficial to create content that is relatable & appealing to women & young families.

368,183

IMPRESSIONS

176,733

REACH

10,105

CLICKS

2.74%

CTR

Digital Marketing



ACTIVE CONSIDERATIONS

BBQ TRAIL

Spring campaign running while awaiting approval for BBQ Trail ads.

META VIDEO

Meta Arts & Culture video launched April 2nd, and will run until May 31st.

GEOTARGETING UPDATE

Geotargets have been updated on all tactics to focus on Texas and Louisiana, as the large majority of engaged users are in these locations. This will make a more efficient use of our budget while targeting users that are most likely to take action.

Digital Marketing



KEY INSIGHT

Audience Relatability

RECOMMENDATION

Consider creating content tailored to women/young families on Meta. This demographic has consistently demonstrated high levels of interaction. By curating authentic and relatable experiences that reflect the daily lives and aspirations of this audience, we can foster a stronger connection and encourage more engagement.

KEY INSIGHT

Perennial Campaigns

RECOMMENDATION

Consider running perennial campaigns on Meta and Google, with supplementary campaigns focusing on the largest events of the year that are most likely to drive visitation and economic benefit. This approach ensures consistent year-round engagement while capitalizing on peak periods of visitor interest.

Print Ads

*The Best Wines are the Ones
We Drink with Friends!*
Grab Your Friends for a Weekend of FUN!










UPTOWN SWIRL DOWNTOWN BRENHAM
JANUARY 13, 2024 | 3PM - 7PM

BURTON
CHAPPELL HILL **Visit
BRENHAM** INDEPENDENCE
WASHINGTON

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

*When You're Ready for a Hometown Fix ...
We've Got What You're Looking For!*

Downtown Brenham
Wine Swirl
January 13

Historic Chappell Hill
Wine & Chocolate Crawl
February 10

Downtown Burton
113th Ranger Day
March 9

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Plan Your Trip for Festivals, Fun and Fields of
Springtime in Brenham!






Antique Shows
Countywide & Beyond
March 14-31

Official Bluebonnet
Festival of Texas
in Chappell Hill
April 13-14

35th Annual
Burton Cotton Gin Festival
April 20

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Texas Monthly
January

Texas Monthly
February

**Texas Monthly &
Texas Highways**
March

Tourism & Marketing Report

Print Ads

Texas Events Calendar
Jan-Mar

Visit **BRENHAM**
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INDEPENDENCE * WASHINGTON

WILDFLOWERS!

FESTIVALS!

FAMILY FUN!

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Plan to Meet in The Barnhill Center is one of the meeting spaces, great planners a variety of options.

Meet Texas
February

Digital Ads

*The Best Wines are the Ones
We Drink with Friends!*



Tickets Now on Sale

**UPTOWN SWIRL
DOWNTOWN BRENHAM
JANUARY 13, 2024
3PM - 7PM**

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Plan Your Trip for Festivals, Fun and Fields of
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Festival of Texas
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April 20

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TexasHighways.com

Fields of Dreams
and a whole lot more!



Chappell Hill
Wine & Chocolate Crawl
February 10

Downtown Burton
113th Texas Ranger Day
March 9



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TourTexas.com

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BURTON * CHAPPELL HILL
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Bonus Media/Advertorial

The ultimate Texas to-do list: Make 2024 the year of adventure

Ideas to get your 2024 Texas adventure planning started



23. Enter a world of bluebonnets in Washington County. 📍



Reach: 2M

Visit
BREHAM
BURTON • CHAPPELL HILL
INDEPENDENCE • WASHINGTON

KAGS-TV Michelle Homer, Jaime E. Galvan • USA • Feb 23 • 10:31 am

Why 2024 could be the best year for bluebonnets in Texas |
Where to find them

... routes. **Brenham** Bluebonnet Loop You'll see some of this area's most
impressive wildflowers by heading northwest on 290 toward **Brenham**...

Reach: 33K

TEXAS NEWS

Why 2024 could be the best year
for bluebonnets in Texas | Where to
find them

Traditionally, peak bluebonnet season happens in early April. However,
they start blooming in Central and East Texas toward the end of March.



Bonus Media/Advertorial

HOUSTON

Trail riders travel more than a combined 1,000 miles to Memorial Park for RodeoHouston

The trail riding tradition began after four riders traveled from Brenham, Texas in the 1950s to promote the Houston Livestock Show and Rodeo.

Patricia Ortiz | February 23, 2024, 3:30 PM (Last Updated: February 28, 2024, 1:40 PM)



HOUSTON PUBLIC MEDIA
A SERVICE OF THE UNIVERSITY OF HOUSTON
PBS i P R



LIFESTYLE | WILDLIFE

Texas is getting an early, and promising, bluebonnet season this year

Houston is predicted to be one of the first places in Texas to reach the peak of bluebonnet season.

By Ariana Garcia
Feb 22, 2024



Large swaths of bluebonnets are shown growing in Brenham, Texas in 2020. Getty Images

CHRON.

Reach: 8M

Bonus Media/Advertorial

Top 20 Things To Do for Kids in Houston This Month: March 2024

By Brooke Viggiano - Feb 27, 2024



Meet a fearsome Tyrannosaurus Rex face to face at Jurassic World: The Exhibition at Katy Mills this spring | Photo courtesy of Jurassic World: The Exhibition

- **Blue Bell Fun Run at Brenham High School | Saturday, March 23** – Run for ice cream at this family-friendly Blue Bell 5K, 10K, Half Marathon, and Kids 1-Mile Fun Run. The events kick off at 7:30am, followed by the kids run, 10K and 5K, with post-race awards and Blue Bell ice cream for all. \$25 and up. 7:30am.

365 THINGS TO DO IN HOUSTON

Reach: 84K

Visit
BREHAM
BURTON * CHAPPELL HILL
INDEPENDENCE * WASHINGTON

CULTURE & SOCIETY

Archaeologists Unearth Abandoned Townsite At Washington On The Brazos

Known as the "Birthplace of Texas," the Texas Historical Commission site is undergoing a major renovation under the direction of site manager and Texas A&M graduate Jonathan Failor.

By Luke Henkhaus, Texas A&M University Division of Marketing & Communications • MARCH 1, 2024



Site Manager Jonathan Failor '17 stands behind a pane of etched glass on what was once Ferry Street while discussing the townsite excavation at Washington on the Brazos State Historic Site on Thursday, February 22, 2024.

Laura McKenzie/Texas A&M Division of Marketing & Communications

Texas A&M Today |

Reach: 85K

Tourism & Marketing Report

Bonus Media/Advertorial

LIFESTYLE | TRAVEL

5 close-to-Houston spring break and summer road trips

You can hop in your car and visit any one of Texas' spectacular destinations.

by Gabi De la Rosa
March 8, 2024



Soak in Texas history in Washington



Washington, Texas
John McQuiston/Handout

CHRON.

Reach: **6M**



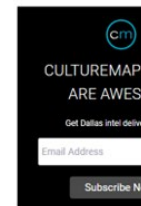
WILDFLOWER WONDERLANDS

All the best bluebonnet spots in Dallas-Fort Worth and across Texas in 2024

By Stephanie Almon Merry Mar 28, 2024 | 10:27 am



Longhorns graze in a field of bluebonnets in Eriss. (Note: Not taken in 2024.) Getty Images



Brenham/Chappell Hill/Industry, Washington County

Brenham is a town that prides itself on its wildflowers (and on being the home of Blue Bell Ice Cream). A March 27 post on the Visit Brenham website warns, "Bluebonnets are at peak all throughout the county! We've had lots of rain lately so weeds are going to start shooting up faster than the flowers. If you haven't made your way to Brenham & Washington County, now's the time!" Using "[Flower Watch](#)," visitors can check in almost daily on the Visit Brenham website to see what is blooming; there's even a handy [driving map](#).

culturemap
DALLAS

Reach: **17M**

Bonus Media/Advertorial

TexasMonthly

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& POLITICS ARTS & ENTERTAINMENT BEING TEXAN FOOD & DRINK BBQ TRAVEL & OUTDOORS TRUE CRIME MAGAZINE

FOOD & DRINK

Brenham Is the Perfect Stop for Sweets Lovers, and This Chocolate Shop Proves Why

Blue Bell has brought travelers to the small town for decades, but Thomas Craft Confections, known locally for its "Saturday Bakes," is a good reason to stick around.

By Molly Glentzer February 12, 2024 0



The Barnhill Center - Rentals

Tour Groups / Swirl Check-In

Tourism Partner Awards

Political Meet & Greets

Development Services Recognition;
CSB employee development

Dinner Events, Showers,
Rehearsal Dinners, Maifest
Serenade, Easter Service

Business Meetings:
C12 Group (3); TX Historical
Foundation

Leadership Washington County



The Barnhill Center - Entertainment



William Lee Martin
Greatest Love of All
Jimmy Fortune
Mark Lowry



Upcoming & New for 2024



2024 Speaker Series Luncheons

**100th Anniversary Kick-Off
Celebration
with an unveiling of the
“100 Years of the Simon” Exhibit**



AGENDA ITEM 10

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Director

Subject: Washington County Expo Report

Date: April 15, 2024

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