



**NOTICE OF A MEETING
TOURISM ADVISORY BOARD
THURSDAY, OCTOBER 17, 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 July 17, 2024 Tourism Advisory Board Meeting

WORK SESSION

4. Update on Hosting of the Smithsonian's Museum on Main Street *Crossroads* Exhibit and Related Projects and Programming.

5. Review Dates for 2025 Round One Tourism Grants Tentatively Opening October 28, 2024

6. Visit Brenham DMO Fiscal Year Q4 Report

7. Washington County Expo Report

8. Administrative Report to Include Proposed TAB Board Meeting Dates for 2025; Update on STR Property Numbers; 2025 Season Tickets Sales Report; and Upcoming Geiger Press Trip

9. Adjourn

CERTIFICATION

I certify that a copy of the October 17, 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 Monday, October 14, 2024, at 8:45 am.

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, July 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
James Pharaon
Jenny Van Dorf
Harrison Williams

Board Members absent:

Stacey Walters
Commissioner Kirk Hanath
DeWayne Burnett

Visit Brenham Team present:

Director of Tourism and Marketing Jennifer Eckermann; Tourism and Marketing Coordinator Nancy Joiner; Lu Hollander with Visit Brenham; Tourism & Marketing Manager, Kathrine Briscoe; Manager of The Barnhill Center, Alex Dill; Melinda Faubion, and Natalie Lange.

Citizens Present:

none

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 18, 2024 Tourism Advisory Board Meeting**

A motion was made by Board Member James Pharaon and seconded by Board Member Jenny Van Dorf to approve the minutes from the April 18, 2024, Board Meeting.

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

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

WORK SESSION

4. Update on STRs to Include Current Numbers and Recent STR Property Owner Group Meeting

Jennifer Eckermann Director of Tourism and Marketing and Nancy Joiner Tourism & Marketing Specialist presented this item. Nancy Joiner reported that there are 90 STRs in the City and out of the 90, five have gone to Municipal Court for nonpayment of HOT, and three new ones are going to Municipal Court. Three new STRs have opened since April's TAB meeting, two are delinquent and will receive a friendly letter, two are either up for sale or leased long-term soon, and two properties have closed since the April TAB meeting and are not included in the count. Eckermann reported that the newly formed STR group planned to meet bimonthly. The first meeting was at a County facility and the group had questions for the County on the County's HOT expenditures. The June meeting was held at Morriss Hall, and they had questions for the City about how HOT was being used. We have offered The Barnhill Center to them for other meetings, if the calendar allows.

5. Update on MoMS to Include Local Exhibits; Expanded Soundwalk Experience Project; Historical Markers Guide Update and Redesign; and Other Related Projects

Jennifer Eckermann Director of Tourism and Marketing presented this item. Work is progressing on the three local exhibits being developed in conjunction with Brenham hosting the Smithsonian's Museum on Main Street (MoMS) program. "A Century of the Simon" Exhibit continues to move along with storyboards, memorabilia, oral histories, and events that will take place. The Washington County Freedom Colonies Exhibit in Belle's Alley will have five panels which are about 90% completed, one panel is at 70% completion, and the introductory panel is at 50% completion. The Camptown Soundwalk Experience exhibit research work and oral histories are still in progress but will start to come together as the exhibit in Belle's Alley nears completion.

A preliminary sound walk script is under consideration. An expanded sound walk experience thanks to James Pharaon's idea at the last meeting was to work with community partners about expanding the idea of sound walks throughout the county. Independence has a walking tour with panels and James Pharaon,

Kathrine Briscoe, and Jennifer Eckermann met with them about their interest in creating a soundwalk. Melinda Faubion found out that Burton used to have a walking tour brochure and it has been updated and redesigned and there are plans to develop a soundwalk that would be available through a QR code printed in the brochure. Chappell Hill is now working on an updated brochure that can be used as the basis for a soundwalk.

The Historical Marker's Guide has been updated and this project has become more of a commitment than was first anticipated. The guide will be an excellent resource and very user-friendly. The history of each community is highlighted, along with markers in the area. Each community was allowed to include other historic sites that are important to the community that do not have a marker.

Other projects that are being worked on are a photography contest and exhibit, a passport program being developed with partner communities utilizing the Markers Guide, Tours of the exhibits for school groups, and a volunteer committee.

6. Report on 2024 Round Two Tourism Grants and Hosting of Recent Workshop

Jennifer Eckermann Director of Tourism and Marketing presented this item. Tourism Grants were awarded for 2024 Round Two by the County Funding Committee. They are Texas Arts & Music Festival - \$4,000 for advertising for the festival; Brenham Heritage Museum - \$3,000 for a billboard; Chappell Hill Historical Society - \$2,000 for the Scarecrow festival; and Burton Chamber of Commerce - \$6,320 for wayfinding signage. Earlier this year the grant application was revamped to become more streamlined. Visit Brenham hosted a recent workshop with Garrett Coppedge from TH&LA who came to share what is eligible for funding and highlighted the 2-part test requirement for eligibility.

7. Visit Brenham DMO Fiscal Year Q3 Report

Jennifer Eckermann presented this item, along with Kathrine Briscoe, Tourism & Marketing Manager; Alex Dill, Manager of The Barnhill Center; Melinda Faubion, and Natalie Lange. Briscoe reported on the DMO and Visitor Center with updates to a kickoff interview with Travel Texas-Texas Tourism Friendly Certification, blog updates, new blogs, adding a QR code to What's Happening section to direct to the events calendar on the Visit Brenham website, and visitor center walk-ins and phone calls. She also gave updates on ribbon cutting attendance, visitor stats at the Fire Museum, tours, helping with room blocks, and meetings for different events that will be happening later this year. Elayne Grisbee Destination & Partner Coordinator presented Visit Brenham website data, E-Newsletter with open and click rates, and the What's Happening This Week with a new QR code. Natalie Lange reported on social media impressions and the most popular Facebook and Instagram posts. We worked with an Influencer and sponsored giveaways in partnership with lodging partners to reach new audiences. Melinda Faubion presented digital marketing with Madden Media. We are doing exceptionally well, and our most of our benchmarks surpass others in the industry. Our top-performing ads are family-friendly and barbeque. Our impressions, click rates and reach are up. Lu Hollander with Visit Brenham presented our print and digital ads with Texas Highways, Texas Monthly, and Tour Texas, and shared

bonus media stories, which were in magazines such as Austin Chronicle, Southern Living, Houstonia, World Atlas, and Texas Bucket List with reaches of 978,000 to 14 million. Dill reported on group rentals and concerts in the theatre, reported on two of the four Speaker Series, which were a great success, Celebration of Life, and training sessions for groups.

8. Washington County Expo Report

Harrison Williams, Director of the Washington County Expo presented this item. He gave an overview of what has been happening at The Expo. Working on budget for the next year. The calendar for The Expo is already full and so is next year. An E-sport tournament was held last month with about 30 to 40 people participating and a horse-cutting event was happening at the same time. In December Cal Middleton will be at The Expo putting on an exhibit on how to train horses. A big pig show of about 240 pigs will be coming and staying for a week.

9. Administrative Report

Jennifer Eckermann Director of Tourism and Marketing presented this item. The Hotel Occupancy Tax has been down, but it should be good for July due to people being displaced by Hurricane Beryl. TxDOT has a plan to redesign the whole area around the Texas Turnaround (U-turn) between West Main and West Alamo. The plan and two design options were presented to the Main Street Board last month, and a survey for input was sent to their board and committees. They will incorporate aesthetic design elements in partnership with the City of Brenham and Main Street Board. These improvements will enhance safety and mobility for drivers, pedestrians, and bicyclists while creating a space for residents and visitors to enjoy Downtown Brenham in a new way. This will be an improved west side entrance to Downtown.

10. Adjourn

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: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Update on Hosting of the Smithsonian's Museum on Main Street *Crossroads* Exhibit and Related Projects and Programming

Date: October 14, 2024

We are at the point of finalizing details and pulling all the pieces together for our hosting of the Smithsonian exhibit.

Here's an update:

- **The *Crossroads: Change in Rural America* exhibit** was a smashing success on the first leg of its journey through Texas in San Augustine. Although the population of the community is only 1492, they had more than 2,000 visitors come to see the exhibit.

The exhibit opened this weekend in Clifton, which is where we will go to pick it up and then install in time for our Friday, December 6 Opening Reception for donors and supporters.

- **Local Exhibits:**

“A Century of Simon” will be installed in time for the Geiger Press Trip, and then will have its first public showing the evening of the Barnhill Center fundraising event on November 21. We will have a Preview Weekend November 22 – 24, and then it will close until reopening with the public opening of the *Crossroads* on December 6 and 7.

Freedom Colonies of Washington County (in Belle's Alley):

Artwork for the Introductory Panel, and 6 exhibit panels are at iZone for production, and the Scavenger Hunt brochure that is part of that exhibit presentation is in development.
Camptown Soundwalk Experience:

Artwork for panels 1- 7 is at iZone for production. James is working with the committee to complete the Soundwalk.

- **Related Projects and Programming:**

Completed fundraising needed for project budget.

Volunteer committee in place, planning to visit the exhibit in Clifton.

Historical Markers Guide: updated in collaboration with the Washington County Historical Commission (WCHC). PRINTED.

Washington County Soundwalk Experience: Walking Tour brochures for Burton, Chappell Hill and Independence are PRINTED. Still working on Washington on the Brazos walking tour. Soundwalk portion in in progress!

Photo Contest:

Speaker Series: Brenham Heritage Museum (BHM) has two speakers scheduled for November, December and January, with presentations that tie to the themes of the *Crossroads* exhibit. BHM will also have their temporary display of the Saltgrass Trail Ride open during this time.

Sam Houston Speech Reenactment and Movie: hosting this event in collaboration with the WCHC on January 11, 2025.

Film Round-Up with Texas Archive of the Moving Image: We will have a screening of their Brenham videos on Friday, January 17, and the round-up the next day.

We will be hosting a Donor Reception on Friday, December 6 from 5:30 – 7 pm before the formal opening on Saturday, December 7.

Nancy is scheduling school and group tours during the hosting period, and we are working on visitor bags that would include information on events during our hosting period, in hopes the info will be shared with friends and family.

- **Marketing Plan:**

Kathrine and Elayne have the Smithsonian Facebook page and the Smithsonian page on the website, up and live, with updates as things come together the next few weeks.

Texas Highways ad placed (December).

Datafy targeted digital campaign to launch later and run 6 weeks.

Printed materials include a general Smithsonian rack card with a calendar of events on the back; A Freedom Colonies rack card with Belle's Alley on one side and Camptown on the other; the Scavenger Hunt Brochure; and a Washington County Soundwalk

Experience rack card. In addition, we're upgrading the normal dining and shopping guides, and have updated the Downtown Historic Waling Tour brochure and will do the same to the Art Walk map following Texas Arts and Music Festival mural additions.

It's a work in progress, but things seem to be coming together, and the Visit Brenham team has done an amazing job going above and beyond an already full workload.



AGENDA ITEM 5

To: Tourism Advisory Board

From: Nancy Joiner, Tourism & Marketing Specialist

Subject: Review Dates for 2025 Round One Tourism Grants Tentatively Opening October 28, 2024

Date: October 14, 2024

These are the dates proposed for the 2025 Round One Tourism Grant application process:

2025 Hotel Occupancy Tax Funding
Events/programs/projects occurring January 2025 -June 2025 (Round 1);
and from July 2025 – to December 2025 (Round 2)

	Round 1 for 2025	Round 2 for 2025
Application Packet Available Online	October 28, 2024	May 5, 2025
Application Due	November 17, 2024	May 18, 2025
Eligibility Committee Review	November 18, 2024	May 19, 2025
Funding Committee Review	December 2, 2024	May 26 – May 30, 2025
<u>Commissioners</u> Court Consideration	December 10, 2024	June 3, 2025
Tourism Grant Award Notifications and Funding	December 16-20, 2024	June 9 – 13, 2025

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

We can discuss any possible issues with timing at the meeting.



AGENDA ITEM 6

To: Tourism Advisory Board

From: Jennifer Eckermann, Director of Tourism & Marketing

Subject: Visit Brenham DMO Fiscal Year Q4 Report

Date: October 14, 2024

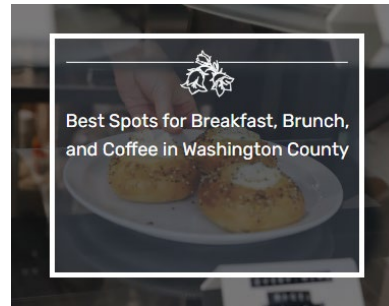
See attached the Visit Brenham DMO Q4 Report.

Visit Brenham DMO Fiscal Q4 Report

Presented to:
Tourism Advisory Board
October 17, 2024

DMO & Visitor Center Updates

- Hosted the 2nd Annual Summer Showcase during Hot Nights
- Updated Blogs:
 - Where to Get a Scoop of Blue Bell
 - Washington County Fair
 - Texas Arts and Music Festival
 - 10 Fall Happenings
- New Blogs:
 - Family Friendly Adventures
 - Best Spots for Breakfast, Lunch and Coffee



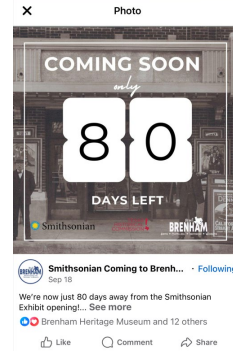
DMO & Visitor Center Updates

- Created Quarterly Newsletter for Tourism Partners
 - Sent: 404
 - Open Rate: 58.3%
 - Click Rate: 5%
- Mailed and collected 2025 Visitor Guide Participation Agreement Forms
- Participated in The Book Nook's "Where's Waldo?"



DMO & Visitor Center Updates

- Worked on MoMS:
Webpage developed and launched; Photo Contest; Marketing Plan; Facebook event page live; Attended opening in San Augustine
- Met with Madden team to strategize for coming year
- Hosted Quarterly Hotelier Meeting



DMO & Visitor Center Updates

- Fire Museum visitors:
 - July: 133 (190 in '23)
 - August: 185 (closed in '23)
 - September: 103 (29 in '23)
- Tours:
 - Fire Museum Private Tours – 7
 - Brenham History Movie/Tour - 1
 - Visitor Bags: 6 groups/171 bags
- Changed Visitor Center layout



DMO & Visitor Center Updates



- Potential Meetings
Natural Lifemanship Group
- Worked on website error
- VB Booth at Wedding Show

Visitor Center

	July 2024 / 2023	August 2024 / 2023	September 2024 / 2023	Q4 TOTALS 2024 / 2023
Walk-Ins	485 / 436	302 / 321	278 / 223	1,065 / 980
Visitor Guides Mailed	170 / 159	149 / 178	148 / 125	467 / 462
Phone Calls	176 / 121	157 / 118	123 / 91	456 / 330

Visit Brenham/WC Website

	Views 2024/2023	Users 2024/2023	Views Per User:	Avg. Time of Engagement
July	95,335 / 81,330	36,155 / 29,951	2.64	52s
August	65,569 / 49,774	29,761 / 19,857	2.20	43s
September	59,690 / 59,378	26,297 / 26,902	2.27	1m 2s
Q4 TOTALS	220,594 / 190,482	92,213 / 76,710	2.37	52.3s

Website - Most Viewed Pages

	July	August	September
1st	Homepage	Homepage	Homepage
2nd	Event Calendar	Event Calendar	Annual Events
3rd	Things To Do	Annual Events	Event Calendar
4th	Attractions	Things to Do	Fall Events

E-Newsletter

Celebrate Summer Festivities in Brenham & Washington County!

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

| Featured Events |

- Independence Day Celebrations**
Celebrate Independence Day in Washington County
- Classical Hill State Independence Day Parade and Festivities**
July 4
- Annual Independence Celebration in Independence**
July 4
- First Night, Cool Texas**
Brenham, December 31st - 1st, 2nd & 3rd
- Bring your team back to the ballpark!**
Major league baseball teams are every year the first to return to the ballpark. Celebrate the first home run with the first home run ball and bring home the home run ball!
- Fireworks & Airshows, Markets**
Bring in the new year with our celebration of New Year's Eve in Brenham, featuring fireworks and airshows.
- Brenham First Friday Festival & Airshow Market**
July 6
- Burns, Farmers & Airshows Market**
July 6

| Featured Blog Posts |

Discover August Adventures in Brenham & Washington County!

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

| Featured Events |

- First of August Celebration**
Brenham - August 1st
- Classical Hill Wine & Cheese Festival**
Brenham, August 1st - August 1st
- SAVE THE DATE**
Big Bend National Park - August 1st
- Brenham First Friday Festival, Farmers & Airshow Market**
August 6

| Featured Blog Posts |

It's Fair Season in Brenham & Washington County!

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

| Featured Events |

- Washington County Fair**
Brenham | September 12-13
- Annual Airing of the Quills**
Downtown Chappell Hill | September 14
- COMMUNITY-WIDE FALL FESTIVAL**
SEPTEMBER 25-26
- HOWE PARK AMPHITHEATRE**
- Community-Wide Fall Festival**
Brenham | September 28

| Featured Blog Posts |

E-Newsletter

	July	August	September
Sent/ Successful	11,939 / 11,632	12,032 / 11,712	12,129 / 11,753
Open Rate*	37%	31.1%	36.2%
Click Rate**	2.5%	2.1%	3.2%
Top Clicks	<ul style="list-style-type: none"> • Event Calendar • Foodies Guide Blog • CH Independence Day parade • Independence Celebrations 	<ul style="list-style-type: none"> • Brenham First Friday Market • Peter, Paul & Mary Live • Event Calendar • Family Friendly Blog • VB Homepage 	<ul style="list-style-type: none"> • WC Fair • Breakfast Blog • VB Homepage • Truth BBQ • Speaker Series

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

“Happenings This Week”



WEDNESDAY

- Trivia Night at 30 North Gastropub

THURSDAY

- Karaoke at Burton Short Stop Ice House
- Trivia and Nacho Night at Brazos Valley Brewing Company
- Friends of the Bluebonnet Opry at Silver Wings Ballroom
- Bingo Night with Chase at HSF Biergarten

FRIDAY

- Christmas in July at Floyd's Lounge
- Flow Fest at Milk & Honey Ranch
- Portrait Paint Night at Grapevine on Main
- David Jack Skinner Live at Grapevine on Main
- Puppy Pals at The Barnhill Center at Historic Simon Theatre
- Jes Schneider Live at Floyd's Lounge
- Kyle Reed Live at Brazos Valley Brewing Company
- Buenos Diaz Live at HSF Biergarten

SATURDAY

- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum is open
- Museum Scavenger Hunt at Brenham Heritage Museum
- DIY Day at the Studio at Board and Brush
- Summer Showcases with Mark Nieske in Alamo Alley
- Hot Nights, Cool Tunes in Downtown Brenham with Brown Sugar Band
- Rob Moorman Band Live at Grapevine on Main
- Lightning Ben Live at Solid
- Orion Burroughs Live at Burton Short Stop Ice House
- Cathey Bolin & Henry Williams Live at Floyd's Lounge
- Little Outhr Live at HSF Biergarten

SUNDAY

- Antique Carousel Rides at Fireman's Park
- Bluey Trivia at Brazos Valley Brewing Company
- National Ice Cream Day at Blue Bell Creameries



JULY

- Summer Showcase in Alamo Alley
- Hot Nights, Cool Tunes in Downtown Brenham
- Unity Theater Presents Treasure Island
- Juneteenth: Freedom's Jubilee Exhibit at Brenham Heritage Museum
- Museum Scavenger Hunt at Brenham Heritage Museum
- Live Demonstrations at Barrington Plantation State Historic Site

AUGUST

- First Friday Farmer & Artisan Market in Downtown Brenham
- Floats-n-Flicks - The Little Mermaid at Blue Bell Aquatic Center
- 3rd Annual Chappell Hill Wine & Cheese Crawl in Downtown Chappell Hill
- Peter, Paul and Mary Alive at The Barnhill Center at Historic Simon Theatre
- Juneteenth: Freedom's Jubilee Exhibit at Brenham Heritage Museum
- Museum Scavenger Hunt at Brenham Heritage Museum
- Live Demonstrations at Barrington Plantation State Historic

SEPTEMBER

- Liverpool Legends at The Barnhill Center at Historic Simon Theatre
- Speaker Series Luncheon with John Sharp at The Barnhill Center at Historic Simon Theatre
- Washington County Fair at the Washington County Expo
- Washington County Fall Wedding Show at The Barnhill Center at Historic Simon Theatre
- The Malpass Brothers at The Barnhill Center at Historic Simon Theatre

FOR MORE UPCOMING EVENTS IN BRENHAM
AND WASHINGTON COUNTY SCAN HERE!



SEPTEMBER 17 - SEPTEMBER 22, 2024

TUESDAY

- Washington County Fair & Carnival at Washington County Expo

WEDNESDAY

- Washington County Fair & Carnival at Washington County Expo
- Trivia Night at 30 North Gastropub
- De Parrando Performs at Washington County Fair

THURSDAY

- Washington County Fair & Carnival at Washington County Expo
- Friends of the Bluebonnet Opry at Silver Wings Ballroom
- Jeff Woolsey and the Dancellah Kings Performs at Washington County Fair
- Trivia and Nacho Night at Brazos Valley Brewing Company
- Karaoke with Kountry Chick Denise at Burton Short Stop Ice House

FRIDAY

- Washington County Fair & Carnival at Washington County Expo
- Herb Festival at Antique Rose Emporium
- Guy Ben Murphy Live at Grapevine on Main
- Pecos & the Rooftops with Tanner Usrey Performs at Washington County Fair
- Henry Williams Live at HSF Biergarten

SATURDAY

- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum is open
- Museum Scavenger Hunt at Brenham Heritage Museum
- Washington County Fair & Carnival at Washington County Expo
- Cuddie-A-Cow-Day at Milk & Honey Ranch
- Tallgate Poets Live at Grapevine on Main
- Karissa Presley Live at Floyd's Lounge
- Carly Pearce with Jon Stark Performs at Washington County Fair
- John Egan Live at HSF Biergarten
- Rob Moorman Band Live at Brazos Valley Brewing Company

SUNDAY

- Recycled Radio Live at HSF Biergarten



SEPTEMBER

- Macramé Workshop at Nine Seven Nine
- Unity Theater Presents Always a Bridesmaid
- Movie Night at Antique Rose Emporium - Monsters, Inc.
- 90's Country Party at Floyd's Lounge
- Community-Wide Fall Festival at Holt Park
- The Malpass Brothers at The Barnhill Center

OCTOBER

- Unity Theater Presents Always a Bridesmaid
- First Fridays Farmer & Artisan Market in Downtown Brenham
- Burton Farmers & Artisans Market at the Texas Cotton Gin Museum
- "Smashing" Pumpkins Decorating Class at Antique Rose Emporium
- Washington County READ at Unity Theatre
- La Baha Antiques Antique Show
- Chappell Hill Annual Scarescrow Festival
- Booby Book Fair at Floyd's Lounge
- Texas Arts & Music Festival in Downtown Brenham
- Bob Wills Texas Playboys starring Jason Roberts at The Barnhill Center
- Mask-erade on Main! Trick-or-Treat in Downtown Brenham
- American Legion Auxiliary Oktoberfest
- Harvest Festival and Family Fun at Milk & Honey Ranch

NOVEMBER

- First Fridays Farmer & Artisan Market in Downtown Brenham
- Hermann Furniture presents Christmas Magic
- Fall Festival of Roses at Antique Rose Emporium
- Holiday Farm-To-Table Festivities at Chappell Hill Lavender Farm
- 2nd "Viva La Vida" Latin Hispanic Market
- 3rd Anniversary Party at Floyd's Lounge
- Big Star Texas Night at La Baha Turn Veres and Dance Hall
- Winter Dance Party at The Barnhill Center
- Speaker Series Luncheon with John Nau, III at The Barnhill Center
- 11th Annual Sugar Plum Market at Fireman's Training Center

FOR MORE UPCOMING EVENTS IN BRENHAM

AND WASHINGTON COUNTY SCAN HERE!



Social Media

SOCIAL MEDIA QUARTERLY REPORT



JULY 2024 - SEPTEMBER 2024



Total
Impressions

275,411



INSTAGRAM
FOLLOWERS

14,115 followers

119

Increase
from
previous
quarter



FACEBOOK
FOLLOWERS

26,376 followers

263

Increase
from
previous
quarter

Social Media

SOCIAL MEDIA QUARTERLY REPORT



JULY 2024 - SEPTEMBER 2024



FACEBOOK

Most Popular Post



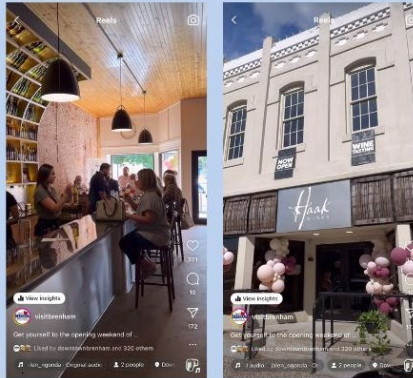
♥ 121 Likes/Reactions
➤ 8 Shares
👁 12,315 Impressions

Social Media



SOCIAL MEDIA QUARTERLY REPORT

INSTAGRAM Most Popular Post



321 Likes
6,144 Plays
10 Hrs Watchtime

Social Media



**SOCIAL MEDIA
JULY 2024 - SEPTEMBER 2024**

QUARTERLY REPORT

Worked with
tourism partners
to advertise in
influencer map.

Goal: Reach
Round Top
Visitors

SHOP *Stay* BRENHAM

Floyd's Lounge
313 S. Baylor Street
Downtown Brenham
www.floydlounge.net
979-535-5183
Wed 5:30 • Thurs 6-11
Fri & Sat 3-12 • Sun 3-10

Hermann Furniture
213 W. Alamo Street
Downtown Brenham
www.hermannfurniture.com
979-836-7211
Mon-Fri 9:00-5:30
Sat 9-5 • Sun 1-4

Lula 'n' Lee
103 E. Main Street, Suite 109
Downtown Brenham
www.lulalee.com
979-531-0899
Monday - Friday 10-4

Trees Chic Boutique
291 E. Main Street
Downtown Brenham
www.treeschicboutique.com
979-836-5005
Mon-Fri 10:00-5:30
Sat 10-4

Visit Brenham
117 W. Main Street
Downtown Brenham
www.visitbrenham.com
979-531-5388



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 • YOY COMPARISON

SEM

- 10,130 clicks -3.01%
- 55,364 impressions +4.57%
- 18.30% avg. ctr -7.25%
- 216% of goal reached.
- Spend -31.89%

We significantly decreased our investment in SEM in FY 23 - 24 in order to reach audiences in new ways.

Despite that shift, we were still up YOY in impressions.

New channels that benefited from that shift are identified as "New!".

DISPLAY

- 49,446 clicks +320%
- 3,053,188 impressions -16.67%
- 1.62% avg. ctr +404.17%
- 135% of goal reached.
- Spend: +85.75%

These campaigns were a clear traffic driver.

We focused on optimizing clicks to the website when we realized this trend, resulting in the YOY increase in CTR and Clicks.

GOOGLE VIDEO

- 124 clicks -57.82%
- 130,964 impressions -57.05%
- 65.57% view rate +7.19%
- 360% of goal reached.
- Spend: -50%

We significantly decreased our investment in FY 23 - 24 in order to reach audiences in new ways. Our 50% spend decrease is reflected directly in the ~50% decreases we see across metrics YOY.

New channels that benefited from that shift are identified as "New!".

6,165,610

TOTAL IMPRESSIONS

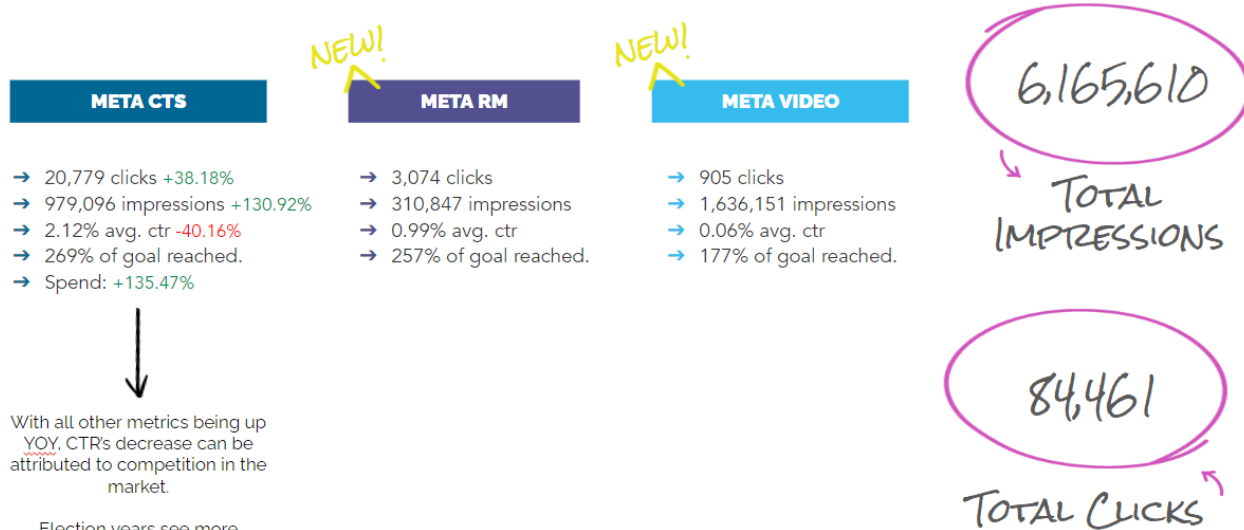
84,461

TOTAL CLICKS

Digital Marketing



PERFORMANCE AT A GLANCE • YoY COMPARISON



Digital Marketing

DMO TOURISM INDUSTRY BENCHMARKS

PERFORMANCE TACTIC	YOUR CTR	MADDEN BENCHMARK CTR	DIFFERENCE
SEM	18.30%	7.41%	+10.89%
GOOGLE DISPLAY	1.62%	2.02%	-0.4%
GOOGLE VIDEO (YOUTUBE)	65.57% VIEW RATE	54% VIEW RATE	+11.57%
META PROSPECTING (CTS)	2.12%	1.66%	-0.46%
META REMARKETING	0.99%	1.68%	-0.69%
META VIDEO	0.06%	1.47%	-1.41%

Digital Marketing

MADDEN

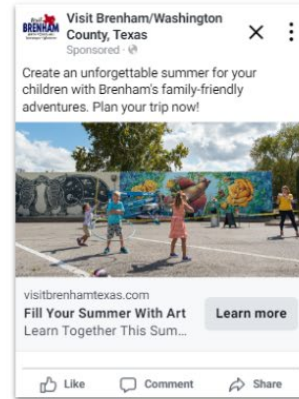
TOP PERFORMERS

GOOGLE RESPONSIVE - FAMILIES,
MUTUALS & MUSEUMS



3,053,188 IMPRESSIONS
49,446 CLICKS
1.62% CTR

META PROSPECTING - FAMILIES,
MUTUALS & MUSEUMS



578,038 IMPRESSIONS
8,010 CLICKS
1.39% CTR

META ANNUAL EVENTS A/B
TEST - WINE SWIRL



103,955 IMPRESSIONS
4,269 CLICKS
4.11% CTR

Digital Marketing

MADDEN

SEARCH

WHAT WORKED

- CTR has continued to increase, jumping up 4.48% since Q2. This is despite costs that have risen by 16%.
- On average users viewed 3.32 pages, spending about 1m 39s on site.
- Brought in 7,615 engaged sessions to the site with an engagement rate of 73%.

KEY LEARNINGS

- Things to Do was the top ad group, bringing in 37% of clicks with a CTR of 40.80%.
- Demographics with highest # of clicks: females (69%), ages 35-64 (63.98%), and Top 10% HHI.
- Top DMAs: Houston, Austin, and DFW

55,364

IMPRESSIONS

10,130

CLICKS

18.30%

CTR

95.83%

CONVERSION RATE

9,707.26

CONVERSIONS

Digital Marketing



SEARCH TOP KEYWORDS

Keyword	Match type	Ad group	Status	↓ Clicks	Impr.	CTR
what to do in brenham tx	Broad match	things to do	<u>Eligible</u>	1,611	3,426	47.02%
things to do brenham tx	Broad match	things to do	<u>Eligible</u>	1,526	3,437	44.40%
brenham calendar of events	Broad match	events	<u>Eligible</u>	806	2,345	34.37%
restaurants in brenham tx	Broad match	eat	<u>Eligible</u>	763	4,748	16.07%
places to eat in brenham texas	Broad match	eat	<u>Eligible</u>	744	3,019	24.64%

Digital Marketing

MADDEN

DISPLAY

WHAT WORKED

- As we've shifted our efforts towards clicks/engagement, impressions have increased 38% since Q2, with clicks increasing 75%.
- Conversions have increased by 191% since Q2.

KEY LEARNINGS

- Engaged sessions on site have increased by 130% since Q2, with pages viewed per session increasing by 2.09% (avg. of 1.29).
- Demographics with highest # of clicks: males (60%) and we're seeing a shift towards ages 18-34 (66%).
- Top DMAs: DFW, Houston, and Harlingen-Weslaco.
- Top Audience Segments: In Market for Outdoor Game and Party Ideas, Historical Attractions, and Travel.

3,053,188

IMPRESSIONS

49,446

CLICKS

1.62%

CTR

Digital Marketing

MADDEN

GOOGLE VIDEO

WHAT WORKED

- 66% of viewers watched the video to completion.
- Average watch time per impression was 24 seconds, which has seen an increase of 23% since Q2.
- View Rate has increased by 10% since Q2.

KEY LEARNINGS

- Demographics with highest # of views: males (62%), ages 18-24 (22%) and 35-64 (62%).
- TV screens continue to drive the majority of impressions (72%). CPV (Cost Per View) remains consistent across all devices however, at an average of \$0.02.
- Top DMAs: DFW, Houston, and Austin.
- Top Audience Segments: Food & Dining Affinity, In Market for Food, and Travel Buffs.

130,964

IMPRESSIONS

85,878

VIEWS

65.57%

VIEW RATE

Digital Marketing

MADDEN

META PROSPECTING

WHAT WORKED

- Annual Events was the top ad group, bringing in 61% of clicks with a CTR of 3.18%.

KEY LEARNINGS

- Q3 saw a shift increase in engagement from female users, who made up 55% of clicks.
- 26% of clicks came from females ages 65+ alone. 47% of clicks were from ages 25-54.
- Top DMA's: Houston, DFW, and San Antonio.
- Top Placements: Feed, Marketplace, and Video Feeds.
- Ads brought in 2,648 non-click post engagements (shares, likes, comments, etc.)

979,096

IMPRESSIONS

441,818

REACH

20,779

CLICKS

2.12%

CTR

Digital Marketing

MADDEN

META REMARKETING

KEY LEARNINGS

- Female users brought in 63% of clicks
- Women 65+ again made up a large chunk of the audience at 31%. Remaining clicks were primarily from ages 45+ (50%).
- Top DMA's: Houston, DFW, and Austin.
- Top Placements: Feed, Native Banners, and Reels. Facebook Stories notably had the highest CTR at 1.88%.
- Ads received 479 non-click post engagements.

310,847

IMPRESSIONS

20,738

REACH

3,074

CLICKS

0.99%

CTR

Digital Marketing

MADDEN

META VIDEO

WHAT WORKED

- Cost Per 1k Impressions has decreased 15.75% since Q2.
- 75,382 users watched the video to completion.
- Best of Both Worlds (45+ Targeting) has been the top performing video so far in our A/B test, bringing in 120 clicks and 104k impressions in Q3.

KEY LEARNINGS

- 56% of impressions were from male users.
- Impressions were fairly evenly dispersed between ages 35-65+.
- Top DMA's: DFW, Houston, and San Antonio.
- Top Placements: Marketplace, Feed, and Video Feed. Feed had the highest CTR at 0.07%.

1,636,151

IMPRESSIONS

905

CLICKS

0.06%

CTR

Print Ads

Festivals, Fairs and Family Fun!
Come Fall in Love
 Pack your bags, you're going to want to stay awhile!

WASHINGTON COUNTY FAIR
SEPT. 14-21

SCARECROW FESTIVAL
OCT. 12-13

TEXAS ARTS & MUSIC FESTIVAL
OCT. 19-20

CHRISTMAS MAGIC
NOV. 1-3

Visit **BRENHAM**

BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON

Contact us for a free Visitor Guide • 115 W. Main St. • Brenham, TX 77833 • 979.337.7580 • VisitBrenhamTexas.com

DFW Drive Guide
September

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

HOT NIGHTS COOL TUNES
 FREE OUTDOOR CONCERTS *plus* CAR SHOWS
 SATURDAY NIGHTS - JULY 6, 13, 20, 27 - DOWNTOWN BRENHAM

Visit **BRENHAM**

BURTON CHAPPELL HILL INDEPENDENCE WASHINGTON

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

Texas Monthly/
July

Print Ads

Real **TEXAS** ... *Real* **EASY**

**HOT NIGHTS
COOL TIMES**
72°F. Outdoor Summer
Concert Series & Live Shows
Every Saturday night
in July

MUSIC LOVERS
*Were a Texas Music
Friendly community!*
LIVE PERFORMANCES!
by Texas favorites can be heard all
around the county at our major festivals,
local watering holes and music venues!

Fish for FOODIES
From award winning BBQ, Latin cuisine,
fine dining, comfort food and, of course,
Blue Bell Ice Cream, we don't disappoint!

Family FUN
Child friendly, pet friendly —
welcome to our hometown.

WINE & CHEESE CRAWL
A weekend of wine, cheese, craft beer & live music

Girls GETAWAYS
Grab your friends and the ones you love —
and head our way to make some
great memories together.

Romantic WEEKENDS

HISTORIC DOWNTOWN & MODERN MURALS
Old and new create for an unforgettable experience
that will capture your heart and imagination.

Texas Highways
Double-truck/
July

B Jan a stay in Brenham and wake up to fresh morning air, friendly smiles with sites and sounds that will charm your stress away. So much to do and see no matter what your interests. There is something for everyone.

- Live Music Enthusiasts & Foodies
- Beer & Wine Connoisseurs
- BFF Groups & Romantics
- Photographers & Art Lovers
- History Buffs & Museum Lovers
- Shoppers & Loungers
- Family & Pet Friendly

We have plenty of different types of lodging to fit every need and every budget — luxury suites, comfy B&Bs, hotels and new RV parks. Give us a call, we can help!



Let us help customize an itinerary just for your interests!
For a free Visitor Guide or more information, contact us at VisitBrenhamTexas.com | 979.337.7580



Digital Ads



Visit
BRENHAM
BURTON * CHAPPELL HILL * INDEPENDENCE * WASHINGTON
VisitBrenhamTexas.com | 979.337.7680

Join Us for
HOT NIGHTS COOL TUNES
Saturday Nights July 6, 13, 20, 27
Free Outdoor Concerts

[AustinMonthly.com](https://www.austinmonthly.com)



Pack your bags, for a weekend full of
Summertime Memories

Hot Nights, Cool Tunes
FREE Outdoor Concerts & Car Shows: July 6, 13, 20, 27

Visit
BRENHAM
BURTON * CHAPPELL HILL * INDEPENDENCE * WASHINGTON
A Flavor All Its Own
Halfway between Houston & Austin

[Texas Highways.com](https://www.texashighways.com)



Plan a Summer Full of
Good Old-Fashioned
Texas Fun


Antique Carousel Rides • Scoops of Blue Bell Ice Cream
Festivals & Fresh Air • Fun Museums & Giant Murals
Pack your bags and stay awhile!

Visit
BRENHAM
BURTON * CHAPPELL HILL
INDEPENDENCE * WASHINGTON
Ice Cream Capital
of Texas!

[AustinMonthly.com](https://www.austinmonthly.com)

Bonus Media/Advertorial

Take a Road Trip to Brenham to Discover the Unique Local Texas BBQ Experience at LJ's BBQ

 **Texas Monthly** USA • Jul 1 • 9:00 am


Take a Road Trip to Brenham to Discover the Unique Local Texas BBQ Experience at LJ's BBQ

Visiting LJ's BBQ in **Brenham** is reminiscent of an Edward Hopper painting, if Mr. Hopper were lucky enough to have spent more time in the

1M Reach Tag · Translate · Share

Texas Monthly Newsletter/ July



 **Austin Monthly** Sponsored · 18

It's time for Hot Nights, Cool Tunes in Downtown Brenham! Every Saturday night in July, join the free family fun! Come for the amazing music, classic cars, and all the food & drinks in Downtown Brenham.

5:00-6:30pm - Summer Showcase featuring local bands in Alamo Alley
5:00pm - Classic Car Show on west end of Alamo St.
7:00pm - Feature Bands on Alamo & Baylor, Courthouse Square

★ July 6th: Suede Austin - High-energy hits from the 70s to today!
★ July 13th: The Pictures Band - Voted best Austin wedding band, they're bringing the party!
★ July 20th: Brown Sugar Band - Get ready for a mix of rock, Motown, R&B, and contemporary jams!
★ July 27th: The Spicollis - Close out the series with a killer tribute to classic 80s MTV hits!
#visitbrenham #brenhamtx #hotnightscooltunes #downtownbrenham #freefamilyfun

Sponsored by Visit Brenham



visitbrenhamtexas.com
Home - Visit Brenham Texas [Learn more](#)

Austin Monthly/ July

The Barnhill Center - Rentals

Meeting/Conference Rentals:

C12 Group (monthly)

Texas Twelve Meeting

Retirement Party

Washington County

Wedding Group

Fall Wedding Show

Birthday Party



The Barnhill Center - Rentals

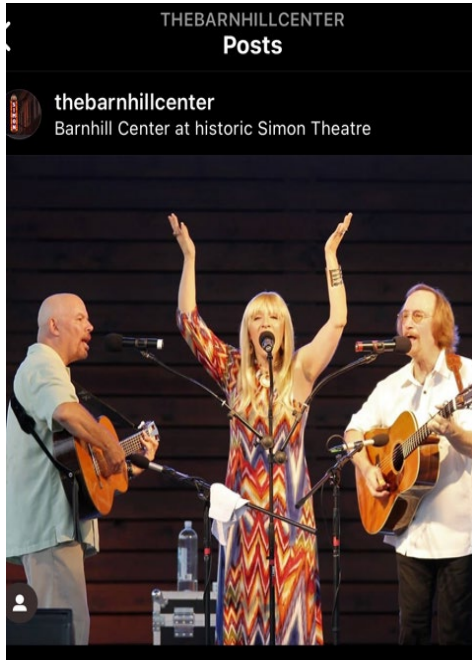


Speaker Series:
John Sharp

**Weddings, Receptions,
Rehearsal Dinners**



The Barnhill Center - Entertainment



Peter Paul and
Mary Alive



Liverpool Legends



The Malpass
Brothers

Tourism & Marketing Report

The Barnhill Center - Entertainment



Tickets for the
2025 Entertainment Season
are now ON SALE!



AGENDA ITEM 8

To: Tourism Advisory Board

From: Jennifer Eckermann, Tourism & Marketing Specialist

Subject: Administrative Report to Include Proposed TAB Board Meeting Dates for 2025, Update on STR Property Numbers; 2025 Season Ticket Sales Report; and Upcoming Geiger Press Trip

Date: October 14, 2024

Proposed meeting Dates for 2025:

January 23, 2025

April 17, 2025

July 17, 2025

October 16, 2025

STR Number Update:

We have 97 STRs that are active as of September 30. Out of the 97:

1. 9-Municipal Court for nonpayment of HOT and 1 prepaying back HOT
2. 10-New that opened since the July TAB meeting
3. 14-That are delinquent and will receive a friendly letter
4. 4-Properties that are either sold, closed or going to be leased long-term soon

2025 Season Ticket Sales Report:

2023 sales from 10.20 – 11.1:

847 tickets sold

\$74,405.94

2024 sales from 10.7 – 10.9:

1,247 tickets sold

\$106,841.97

We will also have an update on the upcoming Geiger & Associates press trip scheduled November 12-15.