



**NOTICE OF A MEETING  
TOURISM ADVISORY BOARD  
THURSDAY, JULY 17, 2025, AT 9:00 AM  
MORRISS HALL, THE BARNHILL CENTER  
106 S DOUGLAS  
BRENHAM, TEXAS**

- 1. Call Meeting to Order, Introduce Kathrine Briscoe as the City Liaison for the Tourism Advisory Board, and Welcome New Assistant City Manager Megan Mainer**
- 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 April 17, 2025, Tourism Advisory Board Meeting**

**WORK SESSION**

- 4. Update on Ice Cream Capital of Texas Designation and Task Force**
- 5. Visit Brenham DMO Fiscal Year Q3 Report**
- 6. Washington County Expo Report**
- 7. Administrative Report to Include Tourism Grant Funding and Schedule**
- 8. Adjourn**

***CERTIFICATION***

I certify that a copy of the July 17, 2025, agenda of items to be considered by the Tourism Advisory Board was posted to the City Hall bulletin board at 200 W. Vulcan, Brenham, Texas, on Monday, July 14, 2025, at \_\_\_\_\_.

---

Nancy Joiner  
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 \_\_\_\_\_, 2025 at \_\_\_\_\_.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title



## TOURISM ADVISORY BOARD MINUTES

A regular meeting of the City of Brenham's Tourism Advisory Board was held on Thursday, April 17, 2025, 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  
Jenny Van Dorf  
Stephanie Wehring  
Harrison Williams  
Commissioner Kirk Hanath  
Keith Hankins

### Board Members absent:

DeWayne Burnett

### Visit the 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; Destination & Partner Coordinator, Elayne Grisbee; Manager of The Barnhill Center, Alex Dill; and Natalie Lange.

### Visit Brenham Team absent:

Melinda Faubion

### Citizens Present:

Katie Burch – Plan North  
Paul Aschenbeck – Plan North  
Charlie Kolarik – Populus Firm  
Blake Adams – Populous Firm

### Media Present:

Sarah Forsythe – The Banner Press

### **1. Call Meeting to Order and Welcome New Board Member Keith Hankins**

Chairman Scott Atwood called the meeting to order. Chairman Atwood introduced Board member Hankins and asked him to give information about himself and his background.

### **2. Public Comments**



There were no public comments.

## **REGULAR SESSION**

### **3. Discuss and Possibly Act Upon Approval of Minutes from January 30, 2025, Tourism Advisory Board Meeting**

There was a change to the minutes on the wording of the new Vice Chair. It should have read “A motion was made by Board Member Scott Atwood and seconded by Board Member Stephanie Wehring to approve Jenny Van Dorf as Board Vice Chair for another year” instead of “A motion was made by Board Member Scott Atwood and seconded by Board Member Stephanie Wehring to approve Jenny Van Dorf as Board Chair for another year”.

A motion was made by Board Member Keith Hankins to approve the make the change, and seconded by Board Member Jenny Van Dorf to approve the minutes with the change.

Chair Scott Atwood called for a vote. The motion passed with the following votes:

Scott Atwood	Yes
DeWayne Burnett	Absent
Keith Hankins	Yes
Jenny Van Dorf	Yes
Stephanie Wehring	Yes
Harrison Williams	Yes
Commissioner Kirk Hanath	Yes

## **WORK SESSION**

### **4. Discuss Washington County Request for Input from the Tourism Advisory Board on Plans for Expo**

Harrison Williams brought with him the group from Plan North and Populus to discuss with the Tourism Advisory Board and Visit Brenham what they think the needs of the Expo are for the future. No drawings have been done; only surveying stakes have been done. An overview of the current fairgrounds was given, what types of wants are needed, and they have about twelve plus meetings scheduled with other groups as well. The question was asked, “What other events can the Expo have to help Tourism?” The Expo mainly focuses on agricultural events but also has a place where employers could hold events or meetings for either formal or casual events with great lighting. For the Fortnightly Annual Book Sale, they would need shelving and tables for the 100,000 books that are donated each year for the sale. Other issues were size of rooms are needed, the buildings should be named something different than the Expo Event Center, keeping it family-friendly, a place for keeping the family heritage alive by sharing our local agricultural history, having indoor/outdoor space for concerts, more green space, and having more weekday events which will drive people Brenham. If we are making the Expo a draw, then new hotels are needed to bring more people here and keep them. We have different types of people coming to Brenham for the murals, live music venues, and we are an easy day trip for those who live close. We need to think about where we see the Expo in the next ten to fifteen years and what we want it to be, and



the usage of the Expo. Once they meet with all the groups scheduled, they will take the feedback and discuss design and planning concepts. They should be back in the summer with information.

## **5. Visit Brenham DMO Fiscal Year Q2 Report**

Jennifer Eckermann presented this item, along with Elayne Grisbee, Destination & Partner Coordinator; Kathrine Briscoe, Tourism & Marketing Manager; Lu Hollander, with Visit Brenham; Alex Dill, Manager of The Barnhill Center; and Natalie Lange. Elayne Grisbee presented updated numbers for tours and walk-ins, trained new part-time staff, updated and published blogs, and organized a Volunteer Appreciation party for the Smithsonian and Simon exhibit volunteers. Also updated the Visit Brenham website, wildflower watch page, worked at a mobile visitor center at Blue Bell, and the Fun Run. Created new themed itineraries, created “Plan Your Visit” tab for the website, provided visitor bags, and assisted with tour groups. The Fire Museum was open during spring break and saw an increase of 17.6% over last year. She welcomed visitors from other countries to the Visitor Center. Kathrine Briscoe, Tourism & Marketing Manager, reported on the Visit Brenham and Washington County website on the number of views, users, and total time of engagement by month. Also, the number of referrals received, walk-ins, visitor guides mailed, and phone calls to the Visitor Center. Sent the Wildflower Watch Map flyer to our tourism partners, and we received over 400,000 views on the Wildflower Watch Map. The E-Newsletters that were sent out and the open and click rates. She reported on the Happening This Week flyer, along with the website's analytics, number of subscribers to the monthly newsletter, blog posts, visitors to the Fire Museum, and the completion of the application for Brenham to receive its Texas Tourism Friendly Certification. Natalie Lange reported on social media impressions and the most popular Facebook and Instagram posts. How our numbers continue to increase, and the most popular places in the county to visit. Jennifer Eckermann presented digital marketing with Madden Media and ads from the Geiger Press trip that are now in media outlets. We are doing exceptionally well, and our benchmarks surpass others in the industry. Our impressions, click rates, and reach are up, as well as print and digital content that were submitted to different outlets. Lu Hollander with Visit Brenham presented the print and digital ads, plus the bonus media ads that were sent to other outlets, along with the number of reaches each outlet has. Alex Dill, Manager of The Barnhill Center, presented on group rentals, concerts, TAMI Film Screening, and video roundup, along with the Re-enactment of the Sam Houston speech by the Washington County Historical Commission. The Step Into the Past Movies were a big hit during the Smithsonian exhibit, so they were shown again during Spring Break.

## **6. Administrative Report to Include Review of 2025 Round 2 Tourism Grant Funding Timeline; Recognition as Tourism-Friendly Texas Certified Community; and Ice Cream Capital of Texas Update**

Jennifer Eckermann, Director of Tourism & Marketing, presented this report. The timeline for the 2025 Round 2 Tourism Grant Funding will begin on May 5, 2025. We will receive our official certification as a Tourism Friendly Texas Community today at



the City Council meeting at 1 pm. As of today, it is pending in committee in the Senate and reported favorably without amendments in the House. It is moving slowly in the process in Austin, and we are hoping to hear when it comes up for a vote. We are looking to trademark this and have talked with the City's legal department. We had a good hotelier meeting on Tuesday, and HOT is good. We will be simplifying the 2026 visitor guide and will start that process soon.

**7. Adjourn**

\_\_\_\_\_  
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: Update on Ice Cream Capital of Texas Designation and Task Force

Date: July 11, 2025

---

Brenham was designated as the Ice Cream Capital of Texas by the State Legislature on May 24, 2025.

The City is assigning a Task Force to create a branding package that will aid in consistent use of logos, colors, and typography to ensure consistency in marketing and communication efforts.

This Task Force will include different stakeholders to ensure that this branding package is well-aligned and widely supported.





#### **AGENDA ITEM 5**

To: Tourism Advisory Board

From: Kathrine Briscoe, Tourism & Marketing Manager

Subject: Visit Brenham DMO Fiscal Year Q3 Report

Date: July 11, 2025

---

The team will present highlights of the fiscal Q3 Report on the work of the Visit Brenham DMO during April, May, and June of 2025.

A copy of the presentation is attached for your review.



# Visit Brenham DMO Fiscal Q3 Report

---

Presented to:  
Tourism Advisory Board  
July 17, 2025



# DMO & Visitor Center Updates

## Partnership Meetings

- Blue Bell & Keurig Dr Pepper – secured product donations for Summer Showcase
- AJR Media, Madden Media, Datafy – campaign planning and training
- Downtown Brenham Merchant Mixer

## Professional Development

- Elayne attended TACVB Innovation Summit (AI in tourism)
- Elayne completed Year 1 of Travel & Tourism College

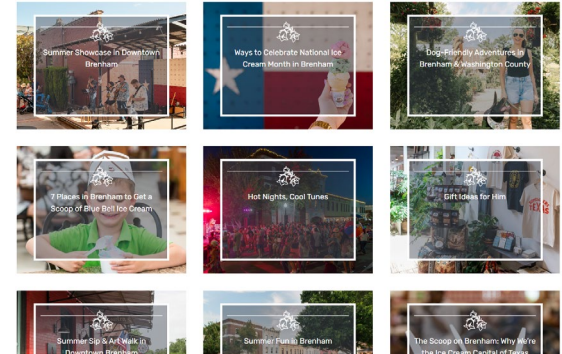
## Blog Content

### New Posts:

Summer Showcase, Ice Cream Month, Chappell Hill Bluebonnet Festival, Mother's Day, Why Brenham is the Ice Cream Capital, Dog-Friendly Places

### Updated Posts:

Family Friendly, BBQ, Picnic Spots, Burton Cotton Gin Festival, Hot Nights Cool Tunes, Summer Fun, 7 Places for a Scoop of Blue Bell





# DMO & Visitor Center Updates

## Fire Museum visitors:

- **April:** 290 visitors (↑ from 191 in 2024)
  - **May:** 343 visitors (↑ from 268 in 2024)
  - **June:** 280 visitors (↑ from 227 in 2024)
- Prepped and promoted the Summer Showcase concert series

## Tours:

- 6 - Fire Museum Private Tours

## Visitor Bags:

- 8 groups / 482 bags

## Total Groups:

- Assisted a total of **18 groups** during Q3





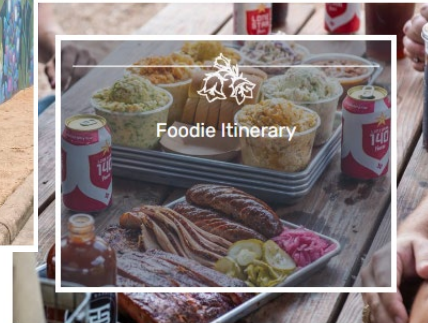
# DMO & Visitor Center Updates

## Website & Collateral Updates

- Removed Wildflower Watch Map (April 21)
- Added new themed itineraries: Dog-Friendly (May) and Foodies (June)
- Launched "Brenham Designations" page highlighting our official state recognitions
- Continued work on 2026 Visitor Guide and FY26 Budget
- Added a trackable QR code to the "What's Happening" flyer
- Started Pinterest marketing

## Recognition

- Brenham officially recognized as:
  - Ice Cream Capital of Texas
  - Tourism Friendly City
  - Film Friendly Texas Community





# New

IMPRESSIONS

**18.59K**

ENGAGEMENTS

**811**

TOTAL AUDIENCE

**12.18K**

OUTBOUND CLICKS

**35**

SAVES

**83**

ENGAGED AUDIENCE

**569**

# PINTEREST





# Visitor Center

	April 2025 / 2024	May 2025 / 2024	June 2025 / 2024	Q3 TOTALS 2025 / 2024
Walk-Ins	1,059 / 834	341 / 315	298 / 340	<b>1,698 / 1,489</b>
Visitor Guides Mailed	316 / 265	192 / 207	135 / 212	<b>643 / 684</b>
Phone Calls	207 / 181	113 / 143	129 / 123	<b>449 / 447</b>



# Visit Brenham/WC Website





# Visit Brenham/WC Website

	<b>Views 2025 / 2024</b>	<b>Users 2025 / 2024</b>	<b>Views Per User:</b>	<b>Avg. Time of Engagement</b>
April	292,283 / 109,186	45,197 / 40,195	6.47 / 2.72	1m 05s / 58s
May	149,944 / 74,632	24,264 / 32,725	6.18 / 2.28	1m 10s / 47s
June	140,112 / 85,221	21,768 / 31,287	6.44 / 2.72	1m 17s / 1m 2s
<b>Q3 TOTALS</b>	<b>582,339 / 269,039</b>	<b>91,229 / 104,207</b>	<b>6.34 / 2.57</b>	<b>1m 11s / 69s</b>



# Top Pages Viewed

	First Views / Users	Second Views / Users	Third Views / Users
April	Wildflower Watch 54,211 / 16,278	Wildflower Map 44,353 / 10,262	Bluebonnet Festival 24,795 / 6,927
May	Event Calendar 22,419 / 7,024	Homepage 13,550 / 4,572	Things to Do 4,816 / 1,721
June	Event Calendar 16,014 / 4,621	Homepage 12,536 / 4,417	Things to Do 5,861 / 2,103



# E-Newsletter

**Spring into Brenham & Washington County!**

Please check [this link](#) for the most up-to-date information about these events and more!

**Featured Events**

**Official Bluegrass Festival of Texas**  
 The largest and most popular bluegrass festival in the state, the Official Bluegrass Festival of Texas is held annually in Brenham, Texas. The festival features live performances by some of the best bluegrass musicians in the world, as well as a variety of other activities, including a craft fair, a children's area, and a food court.

**Brenham Cotton City Festival**  
 The Brenham Cotton City Festival is a celebration of the cotton industry in Brenham, Texas. The festival features a variety of activities, including a cotton picking contest, a cotton queen pageant, and a cotton field tour.

**Austin State Fair**  
 The Austin State Fair is one of the largest and most popular fairs in Texas. The fair features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Austin State Fair**  
 The Austin State Fair is one of the largest and most popular fairs in Texas. The fair features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Featured Blog Post**

**Spring into Brenham & Washington County!**  
 The spring season is the perfect time to visit Brenham and Washington County. The weather is warm and sunny, and the scenery is beautiful. There are a variety of activities to enjoy, including visiting the historic downtown, exploring the natural beauty of the area, and enjoying the local food and drink.

**Mark your calendar for more fun!**

**Brenham Cotton City Festival**  
 The Brenham Cotton City Festival is a celebration of the cotton industry in Brenham, Texas. The festival features a variety of activities, including a cotton picking contest, a cotton queen pageant, and a cotton field tour.

**Austin State Fair**  
 The Austin State Fair is one of the largest and most popular fairs in Texas. The fair features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**April Local Spotlights**

**New Year's Eve**  
 Celebrate the New Year in style at the New Year's Eve party in Brenham, Texas. The party features live performances, a craft fair, a children's area, and a food court.

**National Cherry Festival**  
 The National Cherry Festival is a celebration of the cherry industry in Brenham, Texas. The festival features a variety of activities, including a cherry picking contest, a cherry queen pageant, and a cherry field tour.

**Wildflower Update**

**Spring into Brenham & Washington County!**  
 The spring season is the perfect time to visit Brenham and Washington County. The weather is warm and sunny, and the scenery is beautiful. There are a variety of activities to enjoy, including visiting the historic downtown, exploring the natural beauty of the area, and enjoying the local food and drink.

**Make It a May to Remember in Brenham & Washington County!**

Please check [this link](#) for the most up-to-date information about these events and more!

**Featured Events**

**Brenham Mayfest**  
 The Brenham Mayfest is a celebration of the month of May in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Chopped 10th Anniversary**  
 The Chopped 10th Anniversary is a celebration of the 10th anniversary of the Chopped cooking competition. The event features live performances, a craft fair, a children's area, and a food court.

**Brenham's Day of the Cowboy**  
 The Brenham's Day of the Cowboy is a celebration of the cowboy culture in Brenham, Texas. The festival features a variety of activities, including a cowboy competition, a cowboy queen pageant, and a cowboy field tour.

**Featured Blog Post**

**Brenham Mayfest**  
 The Brenham Mayfest is a celebration of the month of May in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Mark your calendar for more fun!**

**Brenham Mayfest**  
 The Brenham Mayfest is a celebration of the month of May in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Chopped 10th Anniversary**  
 The Chopped 10th Anniversary is a celebration of the 10th anniversary of the Chopped cooking competition. The event features live performances, a craft fair, a children's area, and a food court.

**May Local Spotlights**

**Brenham's Day of the Cowboy**  
 The Brenham's Day of the Cowboy is a celebration of the cowboy culture in Brenham, Texas. The festival features a variety of activities, including a cowboy competition, a cowboy queen pageant, and a cowboy field tour.

**Chopped 10th Anniversary**  
 The Chopped 10th Anniversary is a celebration of the 10th anniversary of the Chopped cooking competition. The event features live performances, a craft fair, a children's area, and a food court.

**Sneak peak into next month!**

**Brenham Mayfest**  
 The Brenham Mayfest is a celebration of the month of May in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Chopped 10th Anniversary**  
 The Chopped 10th Anniversary is a celebration of the 10th anniversary of the Chopped cooking competition. The event features live performances, a craft fair, a children's area, and a food court.

**Jump Into June with Family Fun in Brenham & Washington County!**

Please check [this link](#) for the most up-to-date information about these events and more!

**Featured Events**

**Summer Day & Art Walk**  
 The Summer Day & Art Walk is a celebration of the summer season in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**7th Annual Cotton City Festival**  
 The 7th Annual Cotton City Festival is a celebration of the cotton industry in Brenham, Texas. The festival features a variety of activities, including a cotton picking contest, a cotton queen pageant, and a cotton field tour.

**Summerfest Family Fun**  
 The Summerfest Family Fun is a celebration of the summer season in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Featured Blog Post**

**Summer Day & Art Walk**  
 The Summer Day & Art Walk is a celebration of the summer season in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Mark your calendar for more fun!**

**Summer Day & Art Walk**  
 The Summer Day & Art Walk is a celebration of the summer season in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**7th Annual Cotton City Festival**  
 The 7th Annual Cotton City Festival is a celebration of the cotton industry in Brenham, Texas. The festival features a variety of activities, including a cotton picking contest, a cotton queen pageant, and a cotton field tour.

**June Local Spotlights**

**Summerfest Family Fun**  
 The Summerfest Family Fun is a celebration of the summer season in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Summer Day & Art Walk**  
 The Summer Day & Art Walk is a celebration of the summer season in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**Snack peak into next month!**

**Summer Day & Art Walk**  
 The Summer Day & Art Walk is a celebration of the summer season in Brenham, Texas. The festival features a variety of activities, including live performances, a craft fair, a children's area, and a food court.

**7th Annual Cotton City Festival**  
 The 7th Annual Cotton City Festival is a celebration of the cotton industry in Brenham, Texas. The festival features a variety of activities, including a cotton picking contest, a cotton queen pageant, and a cotton field tour.



# E-Newsletter

	April	May	June
Sent/ Successful	14,041/ 13,504	14,342/ 13,762	14,319/ 13,726
Open Rate*	43.3%%	39%	41.6%
Click Rate**	3.1%	2.2%	2.4%
Top Clicks	<ul style="list-style-type: none"> <li>• Wildflower Watch Page</li> <li>• Chappell Hill Bluebonnet Festival</li> <li>• Event Calendar</li> <li>• Picture Perfect Places Blog</li> <li>• Home Page</li> </ul>	<ul style="list-style-type: none"> <li>• First Friday Farmer &amp; Artisan Market</li> <li>• Mother's Day Tea at Antique Rose Emporium</li> <li>• Event Calendar</li> <li>• Mother's Day at Nine Seven Nine</li> <li>• Brenham Maifest</li> </ul>	<ul style="list-style-type: none"> <li>• Summer Sip &amp; Art Walk</li> <li>• Cotton Gin Classic Car Show</li> <li>• Home Page</li> <li>• Hot Nights, Cool Tunes</li> <li>• Event Calendar</li> </ul>



# "What's Happening"



## WEDNESDAY

- Children in the Gardens at Antique Rose Emporium
- Trivia Night at 30 North Gastropub

## THURSDAY

- Trivia and Nacho Night at Brazos Valley Brewing Co.
- Thirsty Thursday Bingo at Burton Short Stop Ice House

## FRIDAY

- Scouting Washington County Exhibit at Brenham Heritage Museum
- Auburn McCormick Live at Floyd's Lounge
- Keenan Houshins Live at Burton Short Stop Ice House
- Nite Moves Live at HSB Biergarten

## SATURDAY

- Official Bluebonnet Festival of Texas in Chappell Hill
- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum Open
- Scouting Washington County Exhibit at Brenham Heritage Museum
- Fred Lowery Live at Grapevine on Main
- Paint & Sun Hat at Chappell Vineyards
- Jueger Witze Cemetery Historical Marker Dedication
- The Isaacs at The Barnhill Center
- Annie Rose & Mike Stroup Live at Floyd's Lounge
- Coleston Black Live at Burton Short Stop Ice House
- Craig Kierce Live at HSB Biergarten
- Sings Bingo at Haak Wines

## SUNDAY

- Official Bluebonnet Festival of Texas in Chappell Hill
- Antique Carousel Rides at Fireman's Park
- Texas Legacy Band Live at Grapevine on Main
- Bluebonnets & Bumpers Classic Car Show at Brazos Valley Brewing Co.
- Phot Cat Swinger at the O'Donnell Center
- Jen Schneider Live at Brazos Valley Brewing Co.
- Charcuterie Class at Chappell Vineyards



## APRIL

- Movie Night at Floyd's Lounge
- Friends of the Bluebonnet Opry at Silver Wings Ballroom
- Easter Egg Hunt at Brazos Valley Brewing Company
- Antique Rose Emporium Annual Easter Egg Hunt
- Burton Cotton Gin Festival
- Rose and Herb Conference at Antique Rose Emporium
- The Spicola Live at 36 North Vineyard
- Childrens Activities at Antique Rose Emporium
- Live Demonstrations at Barrington Plantation
- Antique Carousel Rides at Fireman's Park
- Scouting Washington County Exhibit at Brenham Heritage Museum

## MAY

- First Fridays Farmer & Artisan Market in Downtown Brenham
- Burton Farmers & Artisans Market
- Brenham Market Parade in Downtown Brenham
- Brenham Market at Fireman's Park
- Blinn Theatre Presents: God's Favorite
- 7 Bridges: The Ultimate Eagles Experience Performs at The Barnhill Center
- Friends of the Bluebonnet Opry at Silver Wings Ballroom
- Metal Detecting Treasure Show at Fireman's Training Center
- Art Walk in Downtown Chappell Hill
- Before Freedom Came at Barrington Plantation
- Live Demonstrations at Barrington Plantation
- Antique Carousel Rides at Fireman's Park
- Scouting Washington County Exhibit at Brenham Heritage Museum

## JUNE

- Unity Theatre Presents: Honky Tonk Angels
- Brenham First Fridays Farmer & Artisan Market
- Summer Sip & Art Walk in Downtown Brenham
- The Highwaymen Show at The Barnhill Center
- The Swing Dolls at The Barnhill Center
- Scouting Washington County Exhibit at Brenham Heritage Museum
- Live Demonstrations at Barrington Plantation

FOR MORE UPCOMING EVENTS IN  
BRENNHAM AND WASHINGTON COUNTY,  
SCAN HERE!



## WEDNESDAY

- Trivia Night at 30 North Gastropub

## THURSDAY

- Trivia and Nacho Night at Brazos Valley Brewing Co.
- Friends of the Bluebonnet Opry at Silver Wings Ballroom
- Karaoke with Wiwa at Burton Short Stop Ice House

## FRIDAY

- Scouting Washington County Exhibit at Brenham Heritage Museum
- The Brenham Children's Chorus at the O'Donnell Center
- The Drednador: Drew Gros Live at Grapevine on Main
- Mike Gallo Live at Floyd's Lounge
- Bronco Junior Live at Burton Short Stop Ice House
- Buenos Diaz Live at HSB Biergarten
- Ladies Night at Haak Wines

## SATURDAY

- Antique Carousel Rides at Fireman's Park
- Brenham Fire Museum Open
- Scouting Washington County Exhibit at Brenham Heritage Museum
- Metal Detecting Treasure Show at Fireman's Training Center
- Beneficial Insects Day at Antique Rose Emporium
- Plovers & Pesticides at Barrington Plantation
- Rob Moorman Music Live at Grapevine on Main
- Back Home Tour at Burton Short Stop Ice House
- Jillian Hudson Live at Floyd's Lounge
- Johnny Riley Live at HSB Biergarten
- Nathan Snyder Live at Haak Wines

## SUNDAY

- Antique Carousel Rides at Fireman's Park
- Metal Detecting Treasure Show at Fireman's Training Center
- Plovers & Pesticides at Barrington Plantation
- Nail Ambling Live at HSB Biergarten
- Survey Style at Brazos Valley Brewing Co.



## MAY

- Art Walk in Downtown Chappell Hill
- Before Freedom Came at Barrington Plantation
- Live Demonstrations at Barrington Plantation
- Antique Carousel Rides at Fireman's Park
- Scouting Washington County Exhibit at Brenham Heritage Museum
- Childrens Activities at Antique Rose Emporium

## JUNE

- Unity Theatre Presents: Honky Tonk Angels
- Brenham First Fridays Farmer & Artisan Market
- Burton Farmers & Artisans Market
- Summer Sip & Art Walk in Downtown Brenham
- The Highwaymen Show at The Barnhill Center
- 7th Annual Cotton Gin Classic Car & Truck Show
- Celebrate Dad at Antique Rose Emporium
- WCHJA Juneteenth Opening Ceremony & Parade
- Taco Fest 2023 at Washington County Fairgrounds
- Annual Juneteenth Heritage Celebration at Washington-on-the-Brazos
- The Swing Dolls at The Barnhill Center
- Scouting Washington County Exhibit at Brenham Heritage Museum
- Live Demonstrations at Barrington Plantation
- Childrens Activities at Antique Rose Emporium

## JULY

- Movies In The Park at Fireman's Park—Finding Nemo
- Chappell Hill Annual Independence Day Parade and Festivities
- Burton Farmers & Artisans Market
- Summer Showcase in Alamo Alley
- Hot Nights, Cool Tunes in Downtown Brenham
- Summer Antique Market at Green Grain Events
- The Great Dubois: Masters of Variety at The Barnhill Center
- Unity Theatre Presents: Snow White Goes West
- Live Demonstrations at Barrington Plantation
- Childrens Activities at Antique Rose Emporium

FOR MORE UPCOMING EVENTS IN  
BRENNHAM AND WASHINGTON COUNTY,  
SCAN HERE!





# Short Term Rental Updates

**89 STRs that are active as of June 30, 2025. Out of the 89:**

- **2-New** that opened since the April TAB Meeting
- **5-Properties** that have either sold, closed or are going to be leased long-term



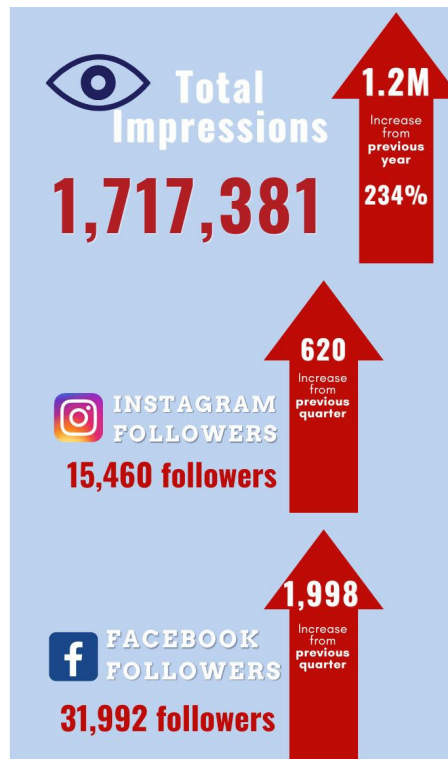


# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



APRIL 2025 - JUNE 2025





# Social Media





# Social Media

## SOCIAL MEDIA QUARTERLY REPORT



APRIL 2025 - JUNE 2025



## FACEBOOK Most Popular Post



1,442 Likes/Reactions  
296 Shares  
720,245 Views

Our best performing posts were on FB this quarter!

The image on the viral FB post was several years old, which is a testament to high-quality content being effectively re-used to reach new audiences.



# Digital Marketing

## VISIT BRENHAM

Q2 QUARTERLY PERFORMANCE

July 7, 2025





# Digital Marketing

## TACTICS AT A GLANCE



### 01 AWARENESS

#### PROGRAMMATIC DISPLAY

**WHY:** Programmatic 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.

### 02 INSPIRATION

#### GOOGLE VIDEO & META VIDEO

**WHY:** 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.

### 03 CONSIDERATION

#### META REMARKETING

**WHY:** 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.

### 04 CONVERSION

#### GOOGLE SEM & META PROSPECTING

**WHY:** 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

& Year-Over-Year Comparison



3,249,462

Q2 Total  
Impressions

46,186

Q2 Total Clicks

7,932,388

YTD Total  
Impressions

118,536

YTD Total Clicks

### SEM

- 140,690 impressions  
(56.46% increase YoY)
- 20,088 clicks  
(27.62% increase YoY)
- 14.28% CTR
- 191.14% of goal reached

### Programmatic Display

- 945,122 impressions
- 4,461 clicks
- .47% CTR
- 27,374 conversions
- 54.21% of goal reached

### Google Video

- 108,938 impressions
- 109 clicks
- 64,544 views
- 59.25% view rate
- (-.55% decrease YoY)
- 337.25% of goal reached

### META Prospecting

- 898,528 impressions
- 21,288 clicks  
(27.43% increase YoY)
- 2.37% CTR
- 343,892 reach
- 294.19% of goal reached

### META Video

- 1,156,184 impressions  
(-4.64% decrease YoY)
- 240 clicks
- .02% CTR
- 426,267 reach
- 9,856 ThruPlays
- 201.40% of goal reached



# Digital Marketing

## DMO TOURISM INDUSTRY BENCHMARKS



PERFORMANCE TACTIC	YOUR CTR	MADDEN BENCHMARK CTR	DIFFERENCE
SEM	14.28%	9.39%	4.89%
PROGRAMMATIC DISPLAY*	.47%	.51%	-.04%
YOUTUBE	59.25% View Rate	43.68% View Rate	15.57%
META PROSPECTING	2.37%	1.75%	.62%
META VIDEO**	.02%	1.57%	-1.55%
* - Optimizing for conversions			
** - Optimizing for impressions			



# Digital Marketing

## TOP PERFORMERS



- 90,644 impressions
- 5,346 clicks
- 5.90% CTR



- 427,329 impressions
- 119,829 reach
- 2,944 ThruPlays



- 327,480 impressions
- 1,556 clicks
- .5% CTR



# Digital Marketing

## PAID SEARCH

### WHAT WORKED

- The Google SEM campaign continued to perform strongly, with the “Events” and “Things to Do” ad groups leading performance in both months.
- In April, these groups achieved CTRs of 30% or higher, while in May, both maintained a strong CTR around 25%. April's CTR reached an impressive 19.95%, more than double the DMO benchmark, and May maintained a solid 10.7%, still outperforming industry averages.
- The most effective keywords centered on timely topics such as bluebonnets and local attractions, helping drive highly engaged traffic to the site.

### KEY LEARNINGS

- SEM remains the top-performing tactic in terms of engagement and conversions. Brenham's audience continues to engage most with ads centered on things to do and local events, particularly among mobile users and high-income women aged 45+.
- The Houston, Austin, and Waco DMAs consistently produced the highest click volumes.
- The “Visit” ad group underperformed in May, signaling a need to pause or revise its targeting or messaging.

140,690

impressions

20,088

clicks

14.28%

ctr

108.41%

conversion rate

21,776.83

conversions



# Digital Marketing

## PAID SEARCH – Top Keywords

<input type="checkbox"/> ● Keyword	↓ Clicks	Impr.	CTR
Total: Keywords in your curr... ?	19,117	135,442	14.11%
<input type="checkbox"/> ● things to do brenham tx	2,505	9,497	26.38%
<input type="checkbox"/> ● restaurants in brenham tx	1,790	9,819	18.23%
<input type="checkbox"/> ● what to do in brenham tx	1,504	4,799	31.34%
<input type="checkbox"/> ● brenham calendar of events	1,299	4,367	29.75%
<input type="checkbox"/> ● texas bluebonnets season	1,263	11,602	10.89%
<input type="checkbox"/> ● brenham bluebonnet trail	1,117	3,146	35.51%



# Digital Marketing

## DISPLAY

### WHAT WORKED

- The Programmatic Display tactic proved effective in introducing new users to the Brenham brand. In May, 67.5% of tracked conversions were classified as “First” conversions, indicating these ads were often the first exposure visitors had to the destination.
- Notably, a majority all clicks came from the 300x250 ad size, with placements on high-profile sites such as CNN, ESPN, and The New York Times contributing to strong visibility.

### KEY LEARNINGS

- This tactic is effectively capturing first-time visitors and contributing meaningfully to upper-funnel awareness. The shift from 58 conversions in April to over 12,000 in May (primarily based on time-on-site engagement) indicates that the campaign is maturing and driving deeper interest.

945,122

impressions

4,461

clicks

.47%

ctr

27,374

conversions



# Digital Marketing

## YOUTUBE

### WHAT WORKED

- YouTube ads outperformed expectations, particularly the 30-second video format. The 30s ad achieved slightly higher view completion rates than the 15s — a reversal of typical performance norms.
- In May, the 30s video delivered a 61.44% completion rate compared to 60.26% for the 15s, and achieved a 60.6% view rate overall, surpassing the benchmark by over 8 percentage points.

### KEY LEARNINGS

- YouTube's 30-second video format bucked industry norms by performing slightly better than the 15s version across both months. The consistently strong view rates — particularly the 60.6% view rate in May — highlight the quality and relevance of the creative. These results validate the use of longer-form storytelling for this audience and suggest continued investment in YouTube will support mid- to upper-funnel engagement goals.

108,938

impressions

109

clicks

59.25%

view rate

64,544

views



# Digital Marketing

## META PROSPECTING

### WHAT WORKED

- Meta Prospecting had a strong showing in April, driven by the seasonal relevance of the Wildflowers campaign, which delivered a 5.71% CTR and 7,850 clicks. The highest performing creative achieved a 6.38% CTR.

### KEY LEARNINGS

- Performance in April was boosted by seasonal alignment with the wildflower bloom, while May saw more modest results due to competing campaigns. Budget overlap between the Annual Events and Summer ad groups diluted performance.
- Going forward, more attention to flighting will help prevent competition between overlapping campaign themes.

898,528

impressions

21,288

clicks

2.97%

ctr

343,892

reach



# Digital Marketing

## META VIDEO

### WHAT WORKED

- In April, the 30s video reached over 318,000 users, more than double the reach of the 15s video. Both versions delivered similar numbers of completions, which is notable given the longer duration of the 30s ad.
- Overall, the 30s version slightly outperformed the 15s version in completions.

### KEY LEARNINGS

- While the Meta Video campaign achieved strong reach and decent engagement, the average view time remained low — around 2 seconds — due to the campaign being optimized for reach rather than video completions.
- Despite this, the 30s videos still generated more thruplays than the 15s in May, mirroring findings on YouTube.
- To improve quality of engagement, a shift in objective from reach to video views may be warranted in future flights.

1,156,184

impressions

240

clicks

.02%

ctr

426,267

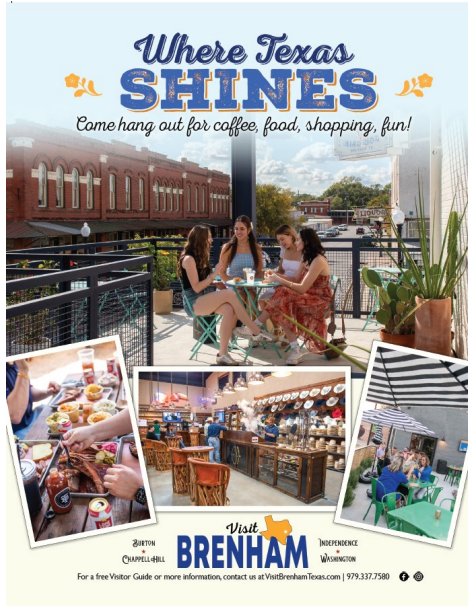
reach

9,856

ThruPlays



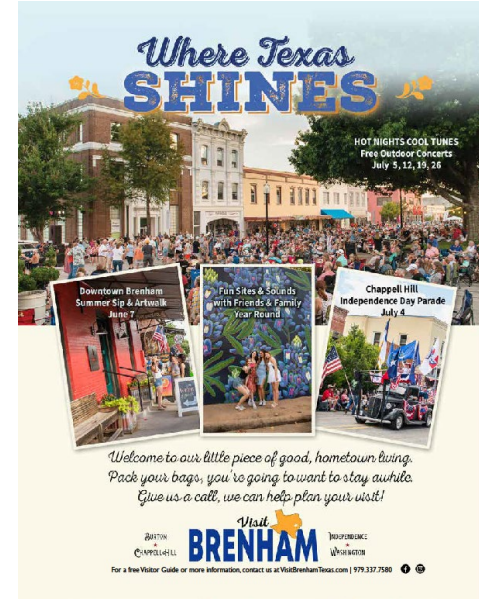
# Ads



**Texas Highways**  
May



**TexasHighways.com**



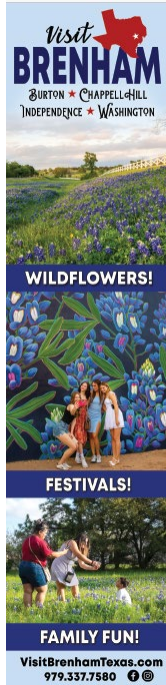
**Texas Monthly**  
June





# Print Ads

## Texas Events Calendar Spring & Summer



**Where Texas CHILLS**

*Visit the sweetest little town in Texas!*

- SUMMER SIP & ARTWALK - DOWNTOWN BRENHAM  
June 7
- CHAPPELL HILL WINE & CHEESE STROLL  
August 9
- CHAPPELL HILL INDEPENDENCE DAY PARADE  
July 4
- CHAPPELL HILL AIRING OF THE QUILTS  
September 13
- HOT NIGHTS COOL TUNES - DOWNTOWN BRENHAM  
July 5, 12, 19, 26
- WASHINGTON COUNTY FAIR  
September 13-20

Visit **BRENHAM** INDEPENDENCE \* WASHINGTON

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

f @

Dallas Drives  
Summer



# Bonus Media/Advertorial

WorldAtlas CAN • Apr 29 • 4:55 am

## 13 Prettiest Small Towns In Texas

... can get a deep dive into the area's heritage at the [Brenham Heritage Museum](#). The venue's vast collection of artifacts highlights ...

6M Reach

Tag • Translate • Share

The Austin Chronicle Gerald E. McLeod • USA • May 1 • 4:28 pm

## Day Trips & Beyond: May Events Roundup

... , the music with an oompah beat goes until midnight. May 2-3, [Brenham](#), [www.brenhammaifest.com](http://www.brenhammaifest.com) "Music America: Iconic Objects From ...

268k Reach

Tag • Translate • Share

## Sip, savor, and Spring: Texas wine and travel is in full bloom



**Houston** – Spring in Texas isn't just wildflower season—it's wine season and Texas Wine Country just doesn't get enough credit!

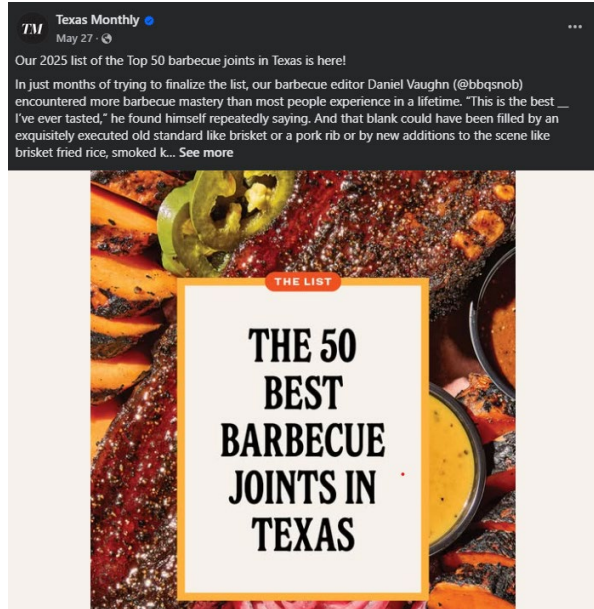
Wineries across the state are buzzing with new releases, festivals, and road trip-worthy experiences. If you're ready to sip your way through the Lone Star State, here are four bottles that capture the spirit of

Reach: 2M





# Bonus Media/Advertorial



## BRENNHAM

### LJ's BBQ

Opened: 2015

**Pitmasters:** Corey Cook, 49; Matt Cummins, 40; Josh Jalomo, 40; Matt Lowery, 44

**Method:** Post oak; offset smoker

**Pro tip:** There are more-famous pork steaks in Texas, but this one is a hidden gem.

- This no-frills storefront on the main drag heading into downtown Brenham doesn't get lines as long as those at the better-known Truth Barbeque (whose Houston location is number nine on this list) right down U.S. 290, and that's good news for tourists and locals alike. Named after pitmaster Matt Lowery's grandmother Laura Jean, [this joint exudes small-town charm](#) and features a pit room almost as big as the dining room. The menu is a paean to the Texas trinity: thick slices of pepper-encrusted brisket, meaty St. Louis-cut pork ribs, and a throwback, hot-guts-style sausage with a coarse grind and taut casing. Sides, such as the extra creamy mac and cheese, are handcrafted and satisfying. Sidling up to the counter will elicit plenty of friendly conversation from the pitmasters as they slice your meats. 1407 W. Main; 979-421-8292. Wed-Sat 11-3 or sold out.

LJ's BBQ was listed in the Top 50 BBQ spots in Texas  
by Texas Monthly!



# Geiger Press Trip

## There's More to Brenham Than Blue Bell

This East Texas town is home to antiques, ranches, and revolutionary history

By REBECCA DEURLEIN

April 3, 2025

### Texas Highways™

#### HISTORY

Walk in historic footprints at the new Camptown Soundwalk Experience in downtown Brenham, a Freedom Colony where formerly enslaved people developed a community and learned to live as freedmen. “Black residents knew much of the history,” says Tina Henderson, president of Texas Ten Historical Explorers, which supplied research for the project. “But many details have been revealed through recent research that we are proud to share locally and with visitors.” Hear stories of heartache, grit, and, ultimately, success, all brought to life through an engaging audio experience.

#### OUTDOORS

Spend a relaxing hour strolling the nursery and gardens at the Antique Rose Emporium with picture-perfect views at every turn. Get inspired to grow your own Old Garden roses or purchase a unique gift for green-thumbed friends. Feeling a little friskier? Head over to Rockin’ Star Ranch, where you’ll groom your best-match horse, saddle up, and ride across grassy meadows and past a skeet shooting station, a reminder that there’s much to do on this 150-acre ranch.





# The Barnhill Center - Rentals

Easter Church Service

Daughters of the American Revolution  
Travelling Exhibit

Texas Institute of Building Design Conference  
(2.5 days)

Ballet Recital

1 Wedding Reception & 1 Grad Party

5 Corporate, Mid-week Meetings/Events

3 Internally Hosted Events  
(City of Brenham, Visit Brenham, etc.)





# The Barnhill Center - Entertainment



## **The Isaacs**

315 seats sold

## **7 Bridges (The Eagles Tribute)**

315 seats sold

## **The Highwaymen Show**

315 seats sold

## **The Swing Dolls**

269 seats sold





#### **AGENDA ITEM 7**

To: Tourism Advisory Board

From: Nancy Joiner, Tourism & Marketing Specialist

Subject: Administrative Report

Date: July 11, 2025

---

Attached is the information on the Tourism Grants awarded for 2025 Round 2.

Dates proposed for the 2026 Round One Tourism Grant application are also attached.

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



# HOT GRANT FUNDING FALL 2025

Organization	Request	Purpose Of Funding	Award
Heritage Society of Washington County	\$15,000.00	Repairs & Historical Restoration	\$0.00
Main Street Brenham	\$3,000.00	Christmas Stroll & Lighted Parade	\$0.00
Texas Arts & Music Festival	\$7,000.00	2025 Texas Arts & Musical Festival	\$4,500.00
Unity Theatre Company	\$5,181.25	2025-2026 Marketing Season	\$5,181.25
Washington-On-The-Brazos	\$15,500.00	Grand Re-Opening of Star of the Republic	\$15,500.00
<b>TOTAL</b>	<b>\$45,681.25</b>		<b>\$25,181.25</b>



**Proposed Dates for 2026 HOT Funding:**

**2026 Hotel Occupancy Tax Funding**  
**Events/programs/projects occurring January 2026 - June 2026 (Round 1);**  
**and from July 2026 - December 2026 (Round 2)**

	<b>Round 1 for 2026</b>	<b>Round 2 for 2026</b>
Application Packet Available Online	October 27, 2025	May 4, 2026
Application Due	November 16, 2025	May 17, 2026
Eligibility Funding Committee	November 17, 2025	May 18, 2026
Funding Committee Review	November 24 - November 28, 2025	May 25 – May 29, 2026
Commissioners' Court Consideration	December 2 or 9, 2025	June 2, 2026
Tourism Grant Award Notifications and Funding	December 15-19, 2025	June 8 – 12, 2026, 2025

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