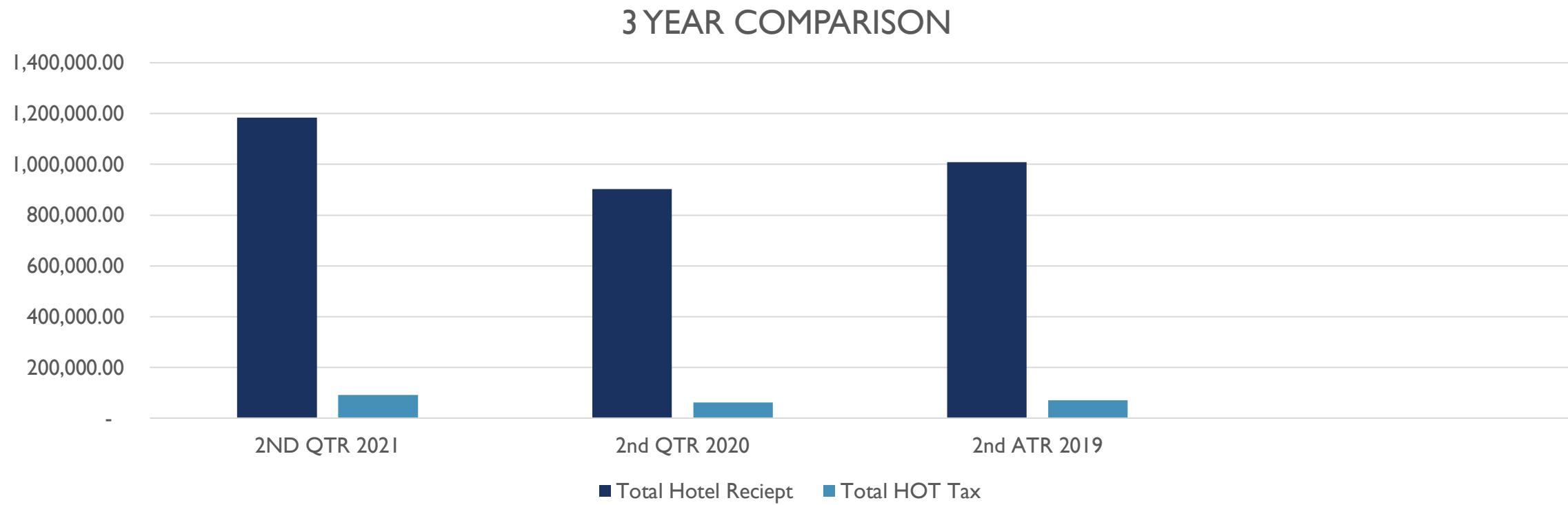


3RD QUARTER OF THE 2021 FISCAL YEAR REPORT

EARLY

VISIT EARLY VISIT OFTEN

HOTEL OCCUPANCY TAX COMPARISON



EVENTS HELD APRIL 2021- JUNE 2021 THAT CVB FUNDED/SPONSORED

APRIL :

48th Annual Brownwood Bass Classic - 146 Total Attendees 68 Attendees Outside of Brown County 4 Room Night Stays
ASC Women's Golf Championship – 52 Golfer/Coaches – 27 Early Hotel Night Stays
ASC Men's Golf Championship – 77 Golfers/Coaches – 41 Early Hotel Night Stays

May:

Lyric Theater:
Cinco de Mayo – 1100 Total Attendance -100 Outside of Brown County
Raise The Woof - 89 Total Attendance 24 – Outside of Brown County
I've Got Your Six – 150 Total Attendance – 11 Outside of Brown County

JUNE:

Brown County Rodeo – Approximately 6000 over the 3 days – 33 Hotel Night Stays
Buy Texas Market – Approximately 200 in attendance during the 4 hour event with 4 vendors being from outside Brown County
11th Annual Early Spring Swing Golf Tournament – 66 Players with players from 10 different cities
Heartland Rod Run – 220 Entries 25000 Attendance 30 Early Hotel Night Stays

Lyric Theater:

Grease – 1400 Total Attendance – 464 Outside of Brown County
Rumors – 753 Total Attendance – 196 Outside of Brown County

Lyric Theaters April-June Total Attendance for this QTR 3492 Total Out of Brown County 795 (including visitors from 18 states)

RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

April - 11
May - 13
June - 9

Visitors & Events Center:

April - 12
May – 9
June 7

Public Relations Events/Training:

Texas Association of Venues & Facilities Bi-Monthly Meeting
Penatuhkah Comanche Trail Partnership Meetings
KOXE & KXYL Talk Shows
Cinco de Mayo
Texas Golden Nugget Regional Meeting
LBCDC Kid Fishing Tournament
Brown County Museum of History – Great Sneak Peek
HPU Press Conference – Head Basketball Coach Announcement

MARKETING AND SOCIAL MEDIA -3RD QUARTER OF THE 2021 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement:
2020 2nd QTR – 851
2021 3rd QTR – 2,008

Facebook

Increased likes by 81 likes
Reached 36.5K

Twitter:

Reached 2.7K

Visitors & Events Center Visitors:

April: 8
May: 11
June: 54

We have more visitors than this, but, they won't sign the book. We are working on another method to track the number.

BigCountyHomepages.com

Total Impression:
April -62,500
May – 62,511
June – 62,509

Instagram

Increased followers by 76
Reached 1.6K