

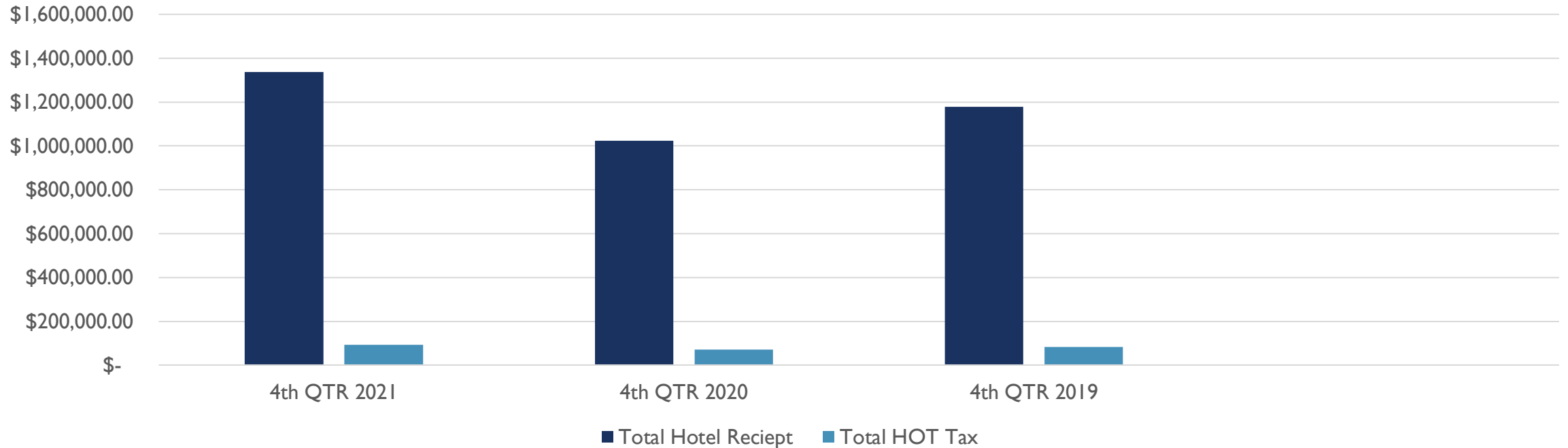
1ST QUARTER OF THE 2021-2022 FISCAL YEAR REPORT



VISIT EARLY VISIT OFTEN

HOTEL OCCUPANCY TAX COMPARISON

3 YEAR COMPARISON



Record 4th Quarter: Total Gross Hotel Receipts: 1,471,420.74 Hotel Tax Collected: \$93,271.04 just shy of a 25% increase in Hotel Tax Collections

EVENTS HELD OCTOBER 2021 - DECEMBER 2021 THAT CVB FUNDED/SPONSORED

October :

Fun N Sun Couples Fishing Tournament

Cast Fishing Tournament

HPU Homecoming

Sons of the Pioneers featuring Roy Rogers, Jr – Lyric

Move In The Park

November:

Hunter's Appreciation

Big Buck Contest

Buy Texas Holiday Market

The Flying Trunk - Lyric

December:

Big Buck Contest

Buy Texas Holiday Market

Elf- The Musical - Lyric

RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

October– 11

November - 11

December - 6

Visitors & Events Center:

October - 7

November - 6

December - 11

Public Relations Events/Training:

Texas Midwest Community Network – Annual Conference - Road Trip Texas Video Winner

Texas Association of Venues & Facilities Annual Conference – Elected to the Board of Directors as Secretary

National Night Out – Gift Baskets

State Fair of Texas Booth Two Days

Penatuhkah Comanche Trail Partnership Meetings

KOXE & KXYL Talk Shows

HPU Small Business Marketing Luncheon

Coffee Talk – BROWNWOOD/EARLY Chambers

Texas Fort Trails Board Meetings – Appointed to the Board of Directors

Brown County Museum of History Meeting

MARKETING AND SOCIAL MEDIA - 1ST QUARTER OF THE 2021-2022 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement: 1,382 Total Content Engagement
62 Booking Clicks

Facebook

Increased likes by 103 likes
Reached 17,430
1,003 Profile Visits

Twitter:

Reached 384

Visitors & Events Center Visitors:

October - 138
November - 60
December - 638

We have more visitors than this, but, they won't sign the book. We have changed the sign-in sheet and format to collect numbers.

BigCountyHomepages.com

Total Impression:
October -62,500
November – 62,509
December – 62,519

Instagram

New followers by 47
Reached 956
144 Profile Visits