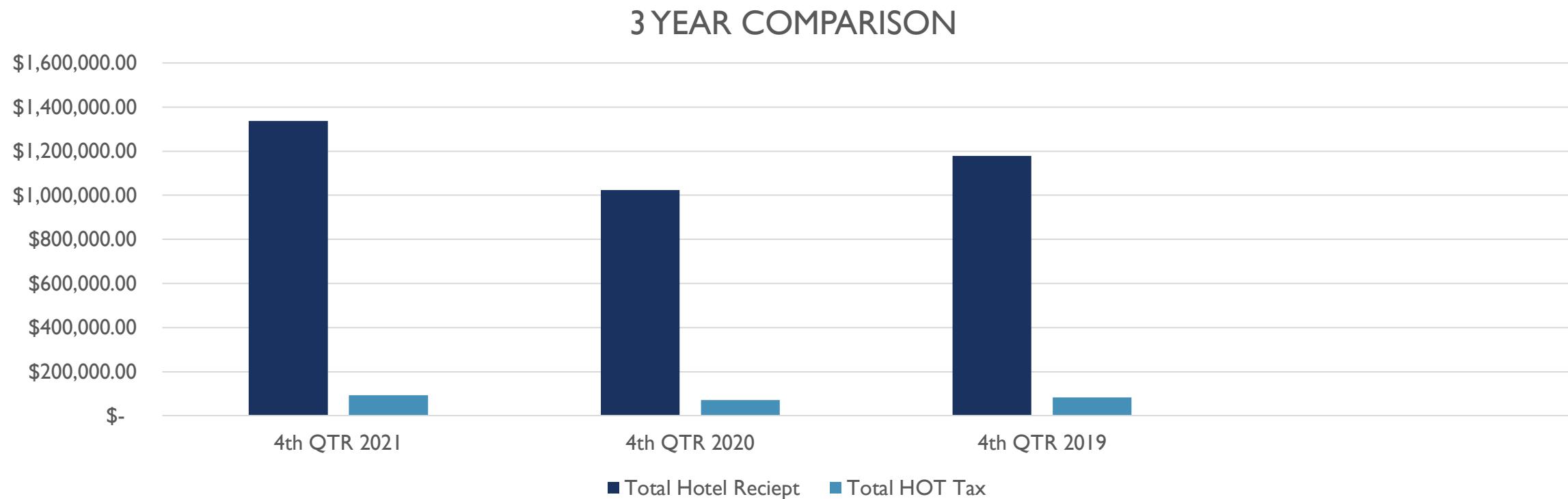


1<sup>ST</sup> QUARTER OF THE 2021-2022 FISCAL YEAR REPORT

EARLY

*VISIT EARLY VISIT OFTEN*

# HOTEL OCCUPANCY TAX COMPARISON



**Record 4<sup>th</sup> 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 - 1<sup>ST</sup> 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