

1ST QUARTER OF THE 2021-2022 FISCAL YEAR REPORT

EARLY

VISIT EARLY VISIT OFTEN

NEW FIRST TIME EVENT

Texas High School Bass Association Tournament

March 5, 2022

Lake Brownwood

191 Boats Launched with 2 to 3 anglers on each boat

The Junior Lake Record was broken twice during this tournament.

126 fish with a total of 340.07lbs caught & released

Teams: Azle, Stephenville, Keller, Aledo, Millsap, Eastland County, Peaster, Red River HS, Jacksboro, Vernon, Weatherford, Newcastle, Lipan, Southwest Christian School, Burleson, Chisholm Trail, Seminole, Brock, Bushland, Graham, Grandview, Springtown, Albany, Taylor County, Weatherford Christian, Granbury, Kennedale



RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

January - 10
February - 11
March - 10

Visitors & Events Center:

January - 4
February - 1
March - 7

Public Relations Events/Training:

Texas Midwest Community Network – Teen Leadership – Re-organization Meeting
Texas Association of Venues & Facilities Annual Conference – First Meeting as Board of Directors as Secretary
Penatuhkah Comanche Trail Partnership Meetings
KOXE & KXYL Talk Shows
Coffee Talk & Luncheons – Brownwood & Early Chambers
Texas Fort Trails Board Meetings
Brown County Museum of History Meetings
Stars of Texas Juried Art
Professional Women's Luncheon
HPU: Open House School of Nursing and Legacy Luncheon
Community Focus Group –Hendrick Medical Center
ICSC – Dallas
Dallas Travel & Adventure Show

MARKETING AND SOCIAL MEDIA -2ND QUARTER OF THE 2021-2022 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement: 1,766 Total Content Engagement

Facebook

Increased likes by 141 likes

Reached 18K

Profile Visits 1K

Twitter:

Reached 384

Awarded Texas Travel EDA Tourism Grant Co-Op Program: Paid Social Media, & Programmable Social Stories with Geo, Digital , Mobile Speed & OLV Targeting, Culture Map: Custom Content Series, Lonely Plant Social Story: Hidden Gem and Expedia: Texas Destination Hub

Visitors & Events Center Visitors:

January - 10

February - 31

March - 106

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

Registration Location & Ticket Sales for: Early Girls Softball, Early Youth Sports, Early TYLF Football & Cheer, Stars of Texas Juried Art Sweetheart Contest, Knit Together Masquerade