

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

The word "EARLY" is rendered in a large, bold, sans-serif font. The letter "E" is blue. The letter "A" is white with a blue outline and contains a white five-pointed star. The letters "R", "L", and "Y" are white with a red outline. The letters "R", "L", and "Y" have a red fill at the bottom half, creating a red and white striped effect. The letters have a slight 3D effect with a drop shadow.

*VISIT EARLY VISIT OFTEN*

# NEW FIRST TIME EVENT

Texas High School Bass Association Tournament

March 5, 2022

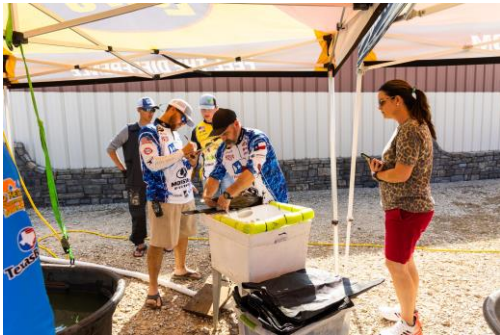
Lake Brownwood

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, Burlison, 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

### **BigCountyHomepages.com**

Total Impression:

January – 62,503

February – 62,504

March – 62,500

**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 Planet 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