

3RD QUARTER OF THE 2021-2022 FISCAL YEAR REPORT

EARLY

VISIT EARLY VISIT OFTEN

EVENTS HELD APRIL - JUNE THAT CVB FUNDED/SPONSORED

April :

Courts N Controllers
TexOma Regional Touring Club



May:

Cinco de Mayo

June:

Brown County Rodeo
Heartland Rod Run
Early Spring Swing Golf Tournament
1st Summer Concert Series



RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

April – 9
May - 9
June – 7

Visitors & Events Center:

April - 10	Visitors	185
May – 9	Visitors	29
June – 8	Visitors	52

Forms/Ticket Drop Off:

LBCDC Kids Fishing Tournament
Early Youth Football & Cheerleading
Lyric Theater

Public Relations Events/Training:

ICSC – Dallas
Dallas Travel & Adventure Show
Texas Association of Venues & Facilities Bi-Monthly Meeting
KOXE & KXYL Talk Shows
Texas Fort Trails Board Meetings
Brown County Museum of History Meetings
Yellow Rose Luncheon – Howard Payne University
Texas Fort Trails Wine Festival Crawfish and Cannons @ Ft Belknap
National Championship Sports Meeting

KTAB 4U
Ribbon Cutting Newberry Welcome Center
LCRA Check Presentation, photo, and press release
TTA Travel & Tourism College
Smart City Expo
Booth @ Cinco de Mayo

SOCIAL MEDIA -3RD QUARTER OF THE 2021-2022 FISCAL YEAR

April

Facebook

Page Reach: 13,384 (up 14%)

Page Visits: 462 (down 16.9%)

New Likes: 54

Instagram

396 (up 100%)

38 (up 100%)

99

Twitter

3,794 Impressions

1,205

6

May

Facebook

Page Reach: 33,261 (up 146.3%)

Page Visits: 588 (up 21%)

New Likes: 76 (up 38.2%)

Instagram

1,701 (up 170.5%)

93 (up 144.7%)

28 (down 71.7%)

Twitter

2,951 Impressions

616

4

June

Facebook

Page Reach: 32,226 (down .5%)

Page Visits: 880 (up 55.8%)

New Likes: 133 (up 82.2%)

Instagram

431 (down 59.7%)

105 (up 14.1 %)

46 (up 70.4%)

Twitter

2,394 impressions

682

5

MARKETING-3RD QUARTER OF THE 2021-2022 FISCAL YEAR

TourTexas.com

Total Content Engagement: 4,002 Total Content Engagement

Ads/Social Media:

Tour Texas:Tx Road Trip Newsletter & Hot Happenings

Cross Timbers Wine Trail

Travel Texas Tourism Grant Co-Op: Lonely Plant, Culture Map, Mobile Targeting, Expedia and Social Media Post

Video Filming/Photography:

Found Media filmed the Road Trip Video. This was the results of the TMCN video contest that we won last October. Locations filmed: Up In Smoke, Humphrey Pete's, Leon River Western Wear, Los Trece and Spirit of Texas.

Lonely Plant visited: Spirt of Texas, Los Trece, Jerry's Burgers & Shakes, Humphrey Pete's and Brown County Museum of History