

4TH QUARTER OF THE 2021-2022 FISCAL YEAR REPORT



VISIT EARLY VISIT OFTEN

EVENTS HELD JULY 2022-SEPTEMBER 2022 THAT CVB FUNDED/SPONSORED

July :

25 Team TTAB State Baseball Tournament
Sister Act – Lyric Theater
Fame, Jr – Lyric Theater
Summer Concert Series
Community Job Fair

August:

Summer Concert

September:

Brown County Museum High Tea
Noises Off – Lyric Theater
Southwest Amputee Golf Regional Championship



RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

July - 10
August - 20
September - 15

Early Visitors and Events Center:

July - 16
August - 5
September - 5
Record Year for Rentals @ EVEC

Public Relations Events/Training:

Texas Association of Venues & Facilities Annual Conference – Bi-Monthly Meeting
Penatuhkah Comanche Trail Partnership Meetings
KOXE & KXYL Talk Shows
Coffee Talk – BROWNWOOD/EARLY Chambers
Texas Fort Trails Board Meetings - Board of Directors
Brown County Museum of History Meeting – Board of Directors
BizTV Talk Show Guest
Stephenville High School CTE Advisory Committee Meeting
Texas Association of Convention & Visitors Bureaus Annual Conference & Silent Auction Chair



MARKETING AND SOCIAL MEDIA -4TH QUARTER OF THE 2021-2022 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement: 7,905 Total Content Engagement
7,721 Page Views
77 Information Request
51 Website Clicks
39 Content Click-Thrus
11 Slideshow View
6 Social Media Clicks

Facebook

Increased likes by 396 likes
Average Reached 52,337
3,991 Profile Visits

Twitter:

New followers: 9
Profile Visits 1,769

BigCountyHomepages.com

Total Impression:
July - 62,504
August – 61,082
September – 62,508

Instagram

New followers by 125
Averaged Reached 447
458 Profile Visits

VISITORS & EVENT ATTENDEES 4TH QUARTER

July: 64 Visitors, 450 Event Attendees

Zip codes: 78628, 77062, 76802, 76801, 83236, 79109, 76633, 76710, 76634, 76633, 76710, 73521, 77406, 76853, 76823, 76501, 75205

August: 155 Visitors, 105 Event Attendees

Zip codes: 76802, 78253, 76633, 76823, 39470, 77494, 76633, 76844, 76710, 76801, 76710, 29662, 78205, 787241, 88101, 76710, 76710, 77493, 76442, 76550, 76834, 77493, 76823, 78643, 76864, 79601, 77001, 76454, 78205, 76454, 76443, 73301, 78643, 76633, 76710

September: 88 Visitors, 306 Event Attendees

Zip codes: 76544, 79007, 78033, 70001, 74448, 76890, 78628, 78633, 76048, 76859, 78657, 75060, 79504, 76864, 76455, 78628, 78654

EDA TOURISM GRANT – TEXAS TRAVEL OFFICE OF TEXAS GOVERNOR MAY-SEPTEMBER DATA

Early received 13.9MM impressions through the EDA program

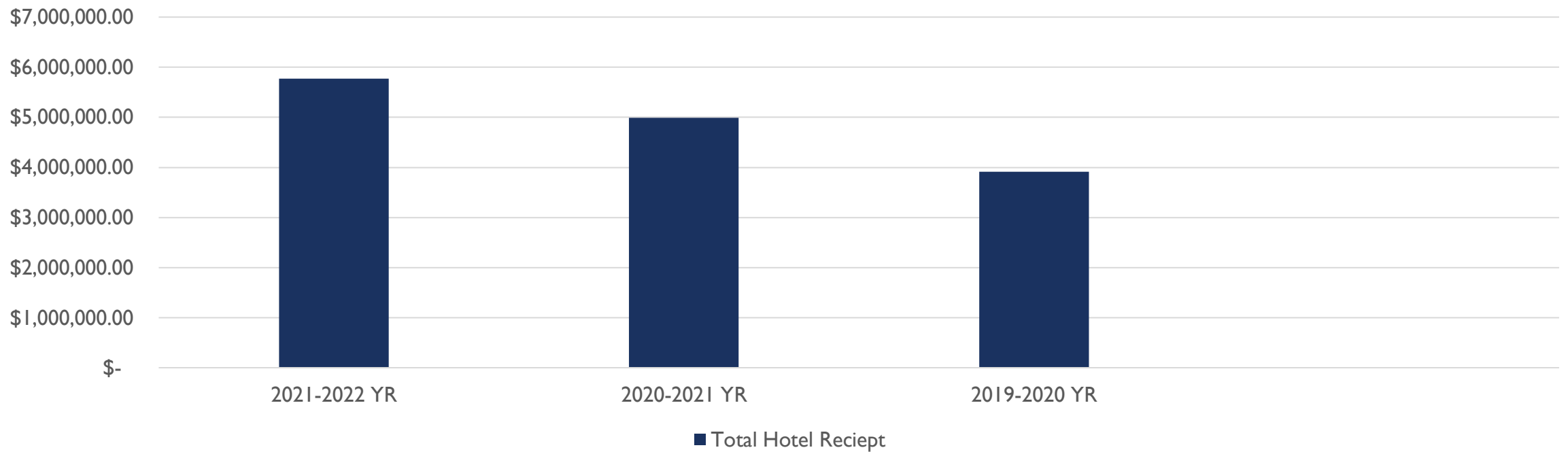
Program	Tactic	Imps	Partner Clicks	CTR	Pageviews	Time on Page
Social	Social Stories	412,466	6,755	1.64%	N/A	N/A
	Programmatic Stories	467,281	746	0.16%	N/A	N/A
Digital	Display	2,163,631	2,328	0.11%	N/A	N/A
	Mobile Speed Targeting	7,543,790	6,915	0.09%	N/A	N/A
	Expedia	57,124	94	0.16%	N/A	N/A
Custom Content	Culture Map	452,208	N/A	N/A	884	2:28
	Lonely Planet	2,843,162	1,307	0.05%	N/A	N/A
Total		13,939,662	18,145	0.13%	884	2:28

Travel Texas EDA program provided \$98K in media value based on the programs and tactics selected

Program elements were in market from May through September, 2022. Various partners continued into September to account for the pause taken due to the Uvalde tragedy.

HOTEL OCCUPANCY TAX COMPARISON

3 YEAR COMPARISON



Record Fiscal Year. 14.14% above fiscal year 2020-2021 & 25.90% above 2019-2020