

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

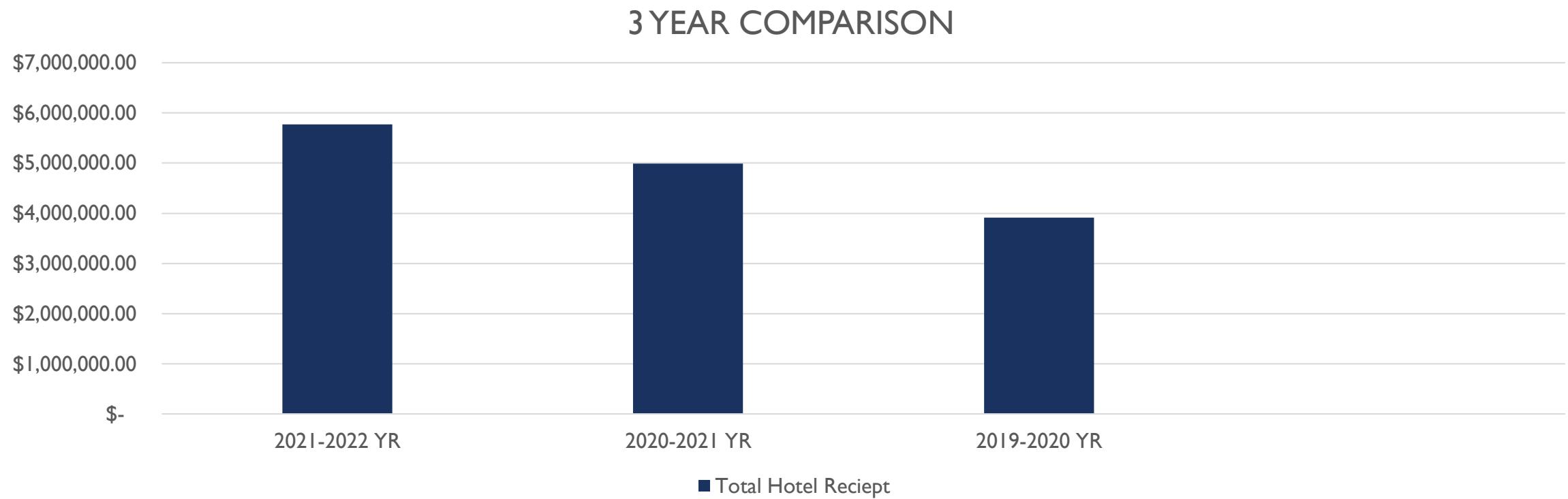
Early received 13.9MM impressions through the EDA program

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
Custom Content	Expedia	57,124	94	0.16%	N/A	N/A
	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



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