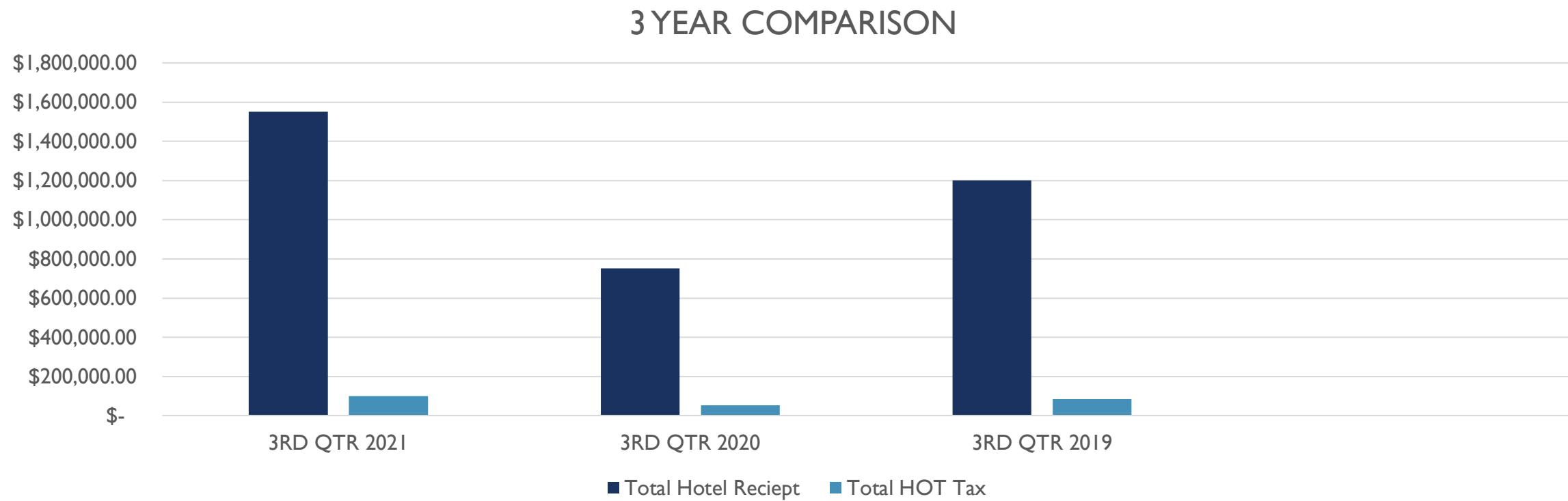


QUARTER OF THE 2021 FISCAL YEAR REPORT

EARLY

*VISIT EARLY VISIT OFTEN*

# HOTEL OCCUPANCY TAX COMPARISON



**Record Fiscal Year with \$4,986,009.42 Total Hotel Receipts with \$317,361.21 Total HOT Tax**

# EVENTS HELD JULY 2021- SEPTEMBER 2021 THAT CVB FUNDED/SPONSORED

## **JULY :**

1<sup>ST</sup> of 3 Summer Concert Series  
Mama Mia – Lyric Theater

## **AUGUST:**

2<sup>ND</sup> of 3 Summer Concert Series  
TML Small Cities Problem Solving Clinic  
Guide Signs Installed  
Brown County Fair Association – Shoot for a Cause, Golf Tournament & Casino Night

## **SEPTEMBER:**

3<sup>RD</sup> of 3 Summer Concert Series  
You Can't Take It With You – Lyric Theater  
Fall Buy Texas Market  
Southwest Amputee Regional Championship  
Top 6 Bass Clubs of Texas Championship

# RENTALS & PUBLIC RELATIONS EVENTS

## Rentals – City Facilities

### **Business Complex:**

July– 9  
August - 10  
September - 9

### **Visitors & Events Center:**

July - 6  
August - 5  
September - 3

This fiscal year 2020-2021 was the largest collection of rental fees since the Visitors & Events Center opened.

## **Public Relations Events/Training:**

Texas Association of Venues & Facilities Bi-Monthly Meeting  
Penatuhkah Comanche Trail Partnership Meetings  
KOXE & KXYL Talk Shows  
Coffee Talk – BROWNWOOD/EARLY Chambers  
Texas Golden Nugget Regional Meeting  
Brown County Museum of History – Dino Days  
HPU Game Day Sponsor  
Texas Association of Convention & Visitor Bureaus Annual Conference: Completed:Administration/Finance, Visitor Services, Sports Sales, Facility & Operations  
Texas Fort Trails Board Meetings & Texas Fort Trails Wine Festival

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

## **MARKETING:**

### **TourTexas.com**

Total Content Engagement: 1,957  
70 Booking Clicks

### **Facebook**

Increased likes by 171 likes  
Reached 42,891  
1,198 Profile Visits

### **Twitter:**

Reached 1,326

### **Visitors & Events Center Visitors:**

July - 23  
August - 45  
September - 20

We have more visitors than this, but, they won't sign the book. We are working on another method to track the number.

### **BigCountyHomepages.com**

Total Impression:  
July -62,500  
August – 62,517  
September – 62,505

### **Instagram**

Decreased followers by 66  
Reached 1,376  
66 Profile Visits