

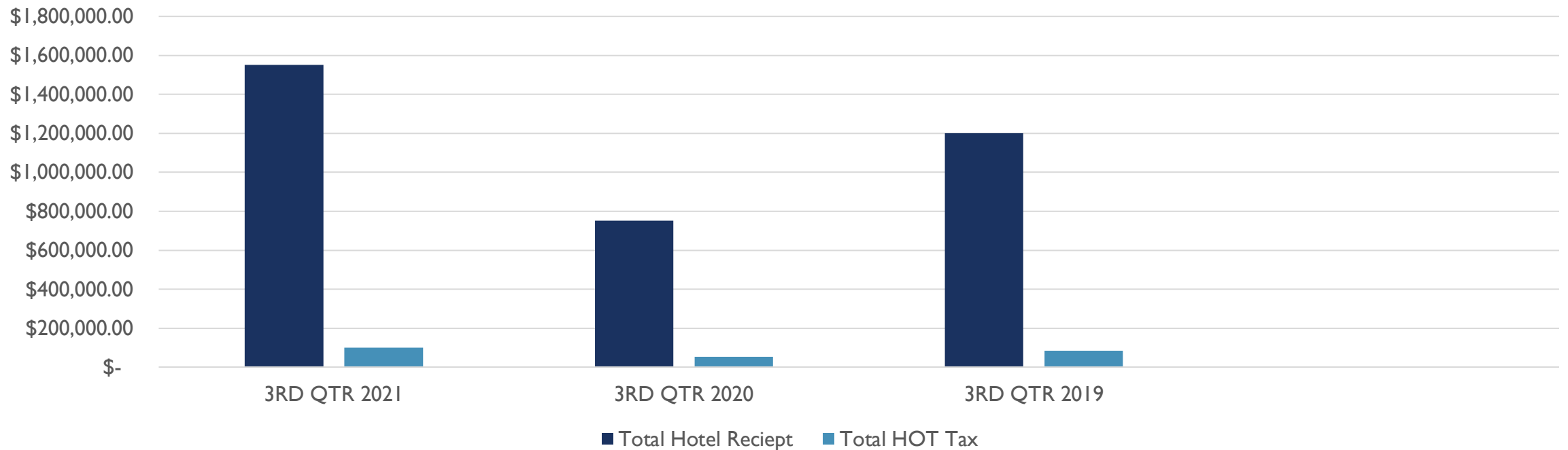
QUARTER OF THE 2021 FISCAL YEAR REPORT

The word "EARLY" is rendered in a large, bold, sans-serif font. The letters "E", "A", and "R" are blue, while "L", "Y", and "D" are white. A white five-pointed star is positioned over the "A". The bottom portion of the letters "R", "L", and "Y" is filled with red. The letters have a slight 3D effect with a drop shadow.

VISIT EARLY VISIT OFTEN

HOTEL OCCUPANCY TAX COMPARISON

3 YEAR COMPARISON



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

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

JULY :

1ST of 3 Summer Concert Series
Mama Mia – Lyric Theater

AUGUST:

2ND 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:

3RD 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