

3RD QUARTER OF THE 2022-2023 FISCAL YEAR REPORT



VISIT EARLY VISIT OFTEN

EVENTS HELD APRIL 2023-JUNE 2023 THAT CVB FUNDED/SPONSORED

April:

50th Brownwood Bass Club
HPU – Battle @ Camp Bowie

May:

Cinco de Mayo Celebration
The Foreigner—Lyric Theater

June:

Brown County Rodeo
Early Spring Swing
Heartland Rod Run
LBCDC Fishing Tournament
WAPT Tour



RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

| | |
|--------------|-------|
| April - SC-3 | LC-27 |
| May – SC-3 | LC-14 |
| June - SC-3 | LC-12 |

Early Visitors and Events Center:

| | |
|---------|---|
| April - | 8 |
| May - | 5 |
| June - | 8 |

Public Relations Events/Training:

Texas Association of Venues & Facilities Annual Conference – Meeting, Bi-Month Meetings & Coffee Chat

Texas Travel Expo

Brown County Museum of History Board Meetings

Brown County Old Jail 120th Birthday

Brown County Young Professionals – Mayors Luncheon

Cinco de Mayo Committee Meetings & Festival

Penatuhkah Comanche Trail Partnership Meetings

KOXE, KXYL & The Breeze Talk Shows

Texas Fort Trails Board Meetings - Board of Directors

Texas Fort Trails Wine Festival @ Crawfish & Cannons

Travel & Tourism College – Denise Hudson-Brian completed program & is a Certified Tourism Executive



MARKETING -3RD QUARTER OF THE 2022-2023 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement: 19,572

18,843 Page Views

393 Information Request

116 Website Clicks

123 Content Click-Thru

24 Slideshow View

67 Social Media Clicks

Newsletter & Ad

Authentic Texas

AD

BigCountyHomepages.com

April:

Video Impressions: 11,483

Website Impressions: 40,003

News App Impressions: 40,003

May:

Video Impressions: 11,428

Website Impressions: 40,005

News App Impressions: 58,982

June:

Video Impressions: 11,428

Website Impressions: 40,009

News App Impressions: 40,008

Wild Duck Fireworks Show

Advertising & Giveawys

SOCIAL MEDIA -3RD QUARTER OF THE 2022-2023 FISCAL YEAR

Social Media:

April

Facebook:

Reach:20,245 (decrease 36.5%)

Page Visits: 541 (decrease 36%)

New Likes: 52 (increase 28.8%)

Instagram:

Reach: 460 (increase 89.5%)

Profile Visits: 58 (increase 57.4%)

New Followers: 20 (increase 56.5%)

Twitter:

Tweets: 59

Profile Visits:47

New Followers: 1

Tweet Impressions: 1,594

May

Facebook:

Reach:18,649(decrease 9.8%)

Page Visits: 523 (increase 6.1%)

New Likes: 45 (decrease 19.6%)

Instagram:

Reach: 785 (decrease 48.4%)

Profile Visits: 43 (decrease 28.3%)

New Followers: 17(decrease 15%)

Twitter:

Tweets: 21

Profile Visits:173 (increase 65%)

New Followers: 2

Tweet Impressions: 1,446

June

Facebook:

Reach: 28,720 (increase 55%)

Page Visits: 1483 (increase 191.9%)

New Likes: 71 (increase 65.1%)

Instagram:

Reach: 518 (decrease 33.8%)

Profile Visits: 98 (decrease 127.9%)

New Followers: 44 (increase 158.8%)

Twitter:

Tweets: 43

Profile Visits:379

New Followers: 1

Tweet Impressions: 1,421

VISITORS & EVENT ATTENDEES 3RD QUARTER

April -Visitors: 168 Event Attendees: 771

Texas Places: Burleson, Austin, San Angelo, Georgetown, Killen, Stephenville, Comanche, Ballinger, Beaumont, Armadillo, Lubbock, Gatesville

Out of the State: California, North Carolina, Louisiana, New Mexico, Colorado

May - 181 Visitors, 340 event attendees

Texas Places: Armadillo, Austin, Brownwood, Houston, Goldthwaite, Baird, Ft. Worth, Lubbock, Bangs, San Antonio, Floydada, Early, Huntsville, Abilene, Weatherford, Dallas, Odessa, Waco, Round rock, Zephyr, Lillian, Killen, Canadian

Out of the State: Michigan, Maryland, Idaho, Santa Fe (New Mexico), Mississippi, Arizona, Kansas

June - Visitors: 153 Events: 496

Texas Places: Early, Round Rock, Brownwood, Arlington, Austin, Cross Plains, Goldthwaite, Mullin, Comanche, Houston, Zephyr, Lubbock, Granbury

Out of the State: Denver, Philadelphia, Colorado, Georgia, Utah