

4TH QUARTER OF THE 2022-2023 FISCAL YEAR REPORT



EVENTS HELD JULY 2023-SEPTEMBER 2023 THAT CVB FUNDED/SPONSORED

July:

12th Annual July 4th Bash
Texas Teenage U10 Tight State Baseball
Tournament



August:

September:

Southwest Amputee Golf Association Regional
Championship
Lyric Theater – Picnic
Kanar RV Car Show



RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

July - SC-3 LC-15
August – SC-2 LC-20
September SC-5 LC-16

Early Visitors and Events Center:

April - 9
August - 6
September - 6

Public Relations Events/Training:

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

Brown County Museum of History Board Meetings

Brown County Donation Ceremony

Brownwood Business Expo

CBWN – Women’s Conference

Douglas MacArthur Academy of Freedom Grand Opening

Film Friendly Texas Workshop

HPU Business Fair

Penatuhkah Comanche Trail Partnership Meetings

KOXE, KXYL & The Breeze Talk Shows

Stars of Texas Juried Art Meeting

Texas Association of Convention & Visitors Bureau Annual Conference

Texas Fort Trails Board Meetings - Board of Directors

Texas Teenage Baseball State Meeting

TMCN QTR Meeting



MARKETING -4TH QUARTER OF THE 2022-2023 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement: 2,622
2,503 Page Views
33 Content Click Thru
12 Website Clicks
123 Content Click-Thru
5 Slideshow View
19 Social Media Clicks

Authentic Texas

AD

BigCountyHomepages.com

July:

Video Impressions: 11,427
Website Impressions: 40,001
News App Impressions: 40,002

August:

Video Impressions: 11,429
Website Impressions: 40,003
News App Impressions: 40,006

September:

Video Impressions: 11,428
Website Impressions: 40,001
News App Impressions: 40,003

Door Prizes

TTAB State Meeting
TACVB Annual Conference

SOCIAL MEDIA -4TH QUARTER OF THE 2022-2023 FISCAL YEAR

Social Media:

July

Facebook:

Reach:49,570 (increase 70.6%)

Page Visits: 5,280 (increase 251.1%)

New Likes: 105 (increase 45.8%)

Instagram:

Reach: 969 (increase 83.2%)

Profile Visits: 75 (decrease 24.2%)

New Followers: 15 (decrease 65.9%)

Twitter:

Tweets: 39

Profile Visits:176

New Followers: 5

Tweet Impressions:1,886

Mentions: 1

August

Facebook:

Reach:136,109(increase 174.6%)

Page Visits: 2,120 (decrease 59.8%)

New Likes: 51 (decrease 51.4%)

Instagram:

Reach: 430 (decrease 55.6%)

Profile Visits: 72 (decrease 4%)

New Followers: 24(increase 60%)

Twitter: (X analytics)

Engagement Rate: 3.2%

Profile Visits:173 (increase 65%)

New Followers: 3

Tweet Impressions: 2,100

September

Facebook:

Reach: 311,340 (increase 129.4%)

Page Visits: 4,0577 (increase 97.7%)

New Likes: 114 (increase 128%)

Instagram:

Reach: 398 (decrease 6.4%)

Profile Visits: 53 (decrease 24.3%)

New Followers: 14 (increase 39.1%)

Twitter: (X analytics)

Engagement Rate: 2.0%

Profile Visits:2

New Followers: 1

Tweet Impressions: 1,203

VISITORS & EVENT ATTENDEES 3RD QUARTER

July -Visitors: 137 Event Attendees: 598

Texas Places: Valley Mills, Albany, Harker Heights, Lampasas, Austin, Houston, Salado, Itasca, Liberty Hill, Llano, Canadian, Odessa, San Antonio, Blanket, Baird, Cyder Park

Out of the State: Florida (Orlando), Arkansas, Colorado, Nebraska

August - 116 Visitors, 244 event attendees

Texas Places: Hamilton, Lampasas, Belton, Ballinger, Stanley, Austin, Goldthwaite, Crawl, Berkut, Abilene, Kerrville, Richland Springs, Dallas

Texas Places: Out of the State: Iowa, Oklahoma, North Carolina, Colorado Springs

September - Visitors: 102 Events: 284

Texas Places: Coleman, Austin, Llano, Abilene, Richland Springs, Midland, Conroe, San Angelo, Cross Plains, Baird, Killen, College Station

Out of the State: None