

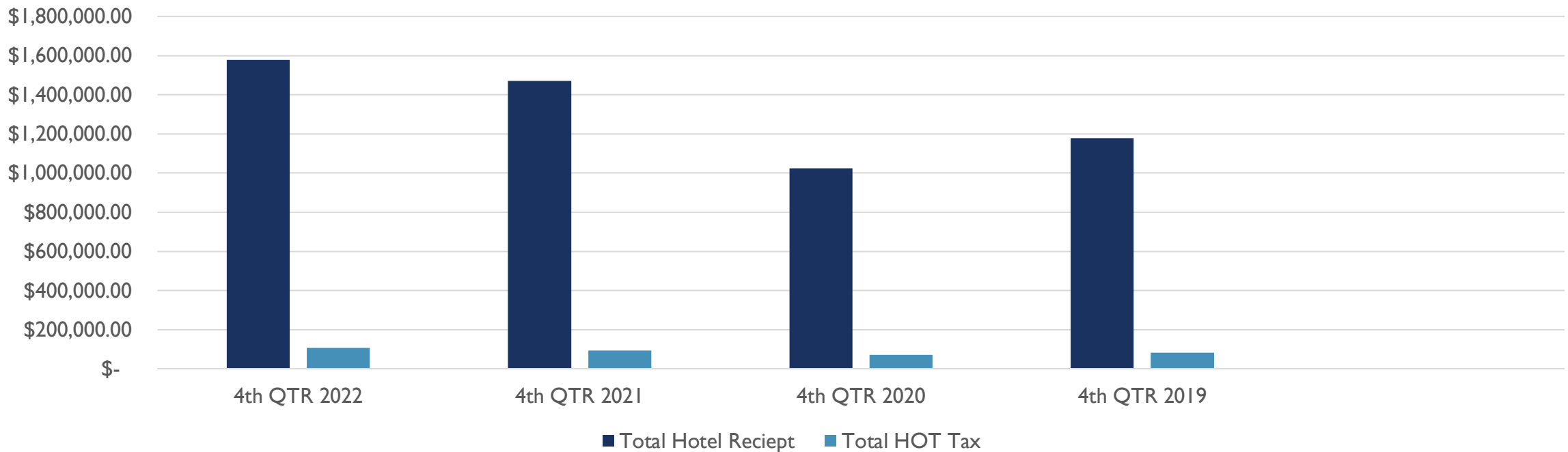
1ST QUARTER OF THE 2022-2023 FISCAL YEAR REPORT



VISIT EARLY VISIT OFTEN

HOTEL OCCUPANCY TAX COMPARISON

4 YEAR COMPARISON



Record 1st Quarter & Over All Record Quarter :

Total Gross Hotel Receipts: 1,578,229.42 Hotel Tax Collected: \$106,522.83 just shy of a 14% increase in Hotel Tax Collections from last year first quarter

EVENTS HELD OCTOBER 2022-DECEMBER 2022 THAT CVB FUNDED/SPONSORED

October :

Movie In The Park

HPU Stinger Spectacular - Homecoming

November:

3rd Annual Tim Fulton Memorial Prospect Livestock Show

Buy Texas Holiday Market

Hunter's Appreciation

Big Buck Contest

December:

Buy Texas Holiday Market

Big Buck Contest

I'll Be Home For Christmas – Lyric Theater

Texas Bank Holiday Classic



RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

October- SC-3 LC-17

November – SC-3 LC-20

December - SC-7 LC-11

Early Visitors and Events Center:

October - 8

November - 7

December - 12

Public Relations Events/Training:

State Fair of Texas

TMCN Annual Conference

Texas Association of Venues & Facilities Annual Conference – Annual Conference

HPU Homecoming Parade

Brown County Museum of History BOM

Penatuhkah Comanche Trail Partnership Meetings

KOXE, KXYL & The Breeze Talk Shows

Coffee Talk – BROWNWOOD/EARLY Chambers

Texas Fort Trails Board Meetings - Board of Directors

Christmas Tree Light – Cash Cube

Christmas Under the Star Christmas Parade



MARKETING AND SOCIAL MEDIA - 1ST QUARTER OF THE 2022-2023 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement: 2,073
Total Content Engagement
1,979 Page Views
66 Information Request
5 Website Clicks
20 Content Click-Thru
1 Slideshow View
2 Social Media Clicks

Facebook

Increased likes by 216 likes
Average Reached 40,867
Profile Visits 2,186
2022 Total Reach 236.3K 170% increase over 2021
2022 Total Page Visits 9.1K 41.3 increase over 2021
2022 Total Likes 1.2K 88.8% increase over 2021

Twitter:

New followers: 11 Tweet Impressions 6,914 Profile Visits 953

BigCountyHomepages.com

November:
Video Impressions: 11,305
Website Impressions: 40,015
News App Impressions: 40,001
December:
Video Impressions: 8,395
Website Impressions: 40,001
News App Impressions: 40,000

Instagram

New followers by 84
Averaged Reached 454
203 Profile Visits
2022 Total Reach with new account 3.4K
2022 Total Reach with new account 897
2022 Total Likes with new account 382

TMCN Guide: 2023 Ad, Highlights, History Snapshot & Guide
updates submitted

VISITORS & EVENT ATTENDEES 1ST QUARTER

October - 101 Visitors, 407 event attendees

Zip codes: 92501, 76633, 76802, 76710, 76801, 76821, 79601, 76802, 77550, 78734, 73301

November - 129 Visitors, 450 event attendees

Zip codes: 76442 15417, 76844, 76444, 76878, 76006, 76821, 76633, 76710, 76050, 76708, 76437, 77001, 75001, 76001, 73301, 30008, 76939

December - 118 Visitors, 966 event attendees

Zip codes: 76801, 78640, 79064, 87120, 73301, 37011, 78628, 76430, 87121, 76901, 78626