

2ND QUARTER OF THE 2022-2023 FISCAL YEAR REPORT



VISIT EARLY VISIT OFTEN

EVENTS HELD JANUARY 2023-MARCH 2023 THAT CVB FUNDED/SPONSORED

January :

Big Buck Contest
Submitted TTAB Host Request for State Tournament

February:

Texas Charter School State Championship
Murder on the Orient Express –Lyric Theater
Award TTAB Boys UI0 Tight Base State Tournament

March:

Courts & Controllers
Texas Adaptive Golf



RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

January- SC-4 LC-21
February – SC-4 LC-18
March - SC-8 LC-21

Early Visitors and Events Center:

January - 7
February - 6
March - 12

Public Relations Events/Training:

Texas Association of Venues & Facilities Annual Conference – Board of Directors Meeting, Bi-Month Meetings, Coffee Chat & Site Visit
Brown County Museum of History BOM
Penatuhkah Comanche Trail Partnership Meetings
KOXE, KXYL & The Breeze Talk Shows
Texas Fort Trails Board Meetings - Board of Directors
Texas Association of Convention & Visitor Bureaus – Mid-Winter Conference
ICSC Booth
Ft. Worth Stock show Booth
Professional Women's Summit
TMAC –Business Workshop
Cinco de Mayo Committee

Star of Texas Juried Art Committee



MARKETING -2ND QUARTER OF THE 2022-2023 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement: 3,630
3,513 Page Views
71 Information Request
11 Website Clicks
24 Content Click-Thru
1 Slideshow View
10 Social Media Clicks

Brown County Visitor Guide

AD & Story

Texas Town & County Magazine

Submitted Article Idea

BigCountyHomepages.com

January:

Video Impressions: 11,430
Website Impressions: 40,003
News App Impressions: 40,008

February:

Video Impressions: 11,431
Website Impressions: 40,013
News App Impressions: 40,005

March:

Video Impressions: 11,429
Website Impressions: 40,017
News App Impressions: 40,011

Mills County Map

Ad & Hotel Listings

SOCIAL MEDIA -2ND QUARTER OF THE 2022-2023 FISCAL YEAR

Social Media:

January

Facebook:

Reach: 22,539 (decrease 16.4%)

Page Visits: 430 (decrease 33.8%)

New Likes: 52 (increase 8.3%)

Instagram:

Reach: 1,271 (increase 136.2%)

Profile Visits: 141 (increase 54.9%)

New Followers: 59 (increase 22.9%)

Twitter:

Tweets: 34

Profile Visits: 104

New Followers: 4

Tweet Impressions: 2,073

February

Facebook:

Reach: 16,916 (decrease 23.4%)

Page Visits: 449 (increase 10.3%)

New Likes: 32 (decrease 31.9%)

Instagram:

Reach: 1,028 (decrease 18.4%)

Profile Visits: 123 (decrease 10.2%)

New Followers: 54 (decrease 6.9%)

Twitter:

Tweets: 57 (increase 2,750)

Profile Visits: 2,224 (increase 80.1)

New Followers: 3

Tweet Impressions: 2,073

March

Facebook:

Reach: 31,871 (increase 57.2%)

Page Visits: 845 (increase 61.3%)

New Likes: 72 (increase 92.1%)

Instagram:

Reach: 4,391 (increase 136.2%)

Profile Visits: 136 (decrease 1.4%)

New Followers: 46 (decrease 25.8%)

Twitter:

Tweets: 60 (increase 95.0)

Profile Visits: 551 (increase 207.8)

New Followers: 3

Tweet Impressions: 2,144 (increase 30.2)

VISITORS & EVENT ATTENDEES 2ND QUARTER

January -Visitors: 90 Event Attendees: 316

Cities: Burleson, San Antonio, Llano, Hanstville & Austin **States:** Colorado **Countries:** Canada

February - 176 Visitors, 261 event attendees

Cities: Abilene, Houston, San Antonio, Ballinger, Addison, Cleburne, Llano, Mingus, Albany, Sweetwater, Abilene, Stephenville, Aspermont, Killeen, DeLeon ,Coleman, Santa Anna, Comanche, Gorman, San Saba

States: Washington DC **Countries:** Brazil, Mexico & Germany

March - Visitors: 202 Events: 588

Cities: Goldthwaite, Austin, Ballinger, Wichita Falls, Mills, San Saba, Lipan, Lampasas, Breckenridge, Comanche, Ranger, Cisco, Gorman, Cleburne, Llano, Santa Anna, Coleman, Plano, Evant, Abilene, DeLeon

States: Georgia, California, North Colorado