

2<sup>ND</sup> 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 U10 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 2<sup>ND</sup> 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