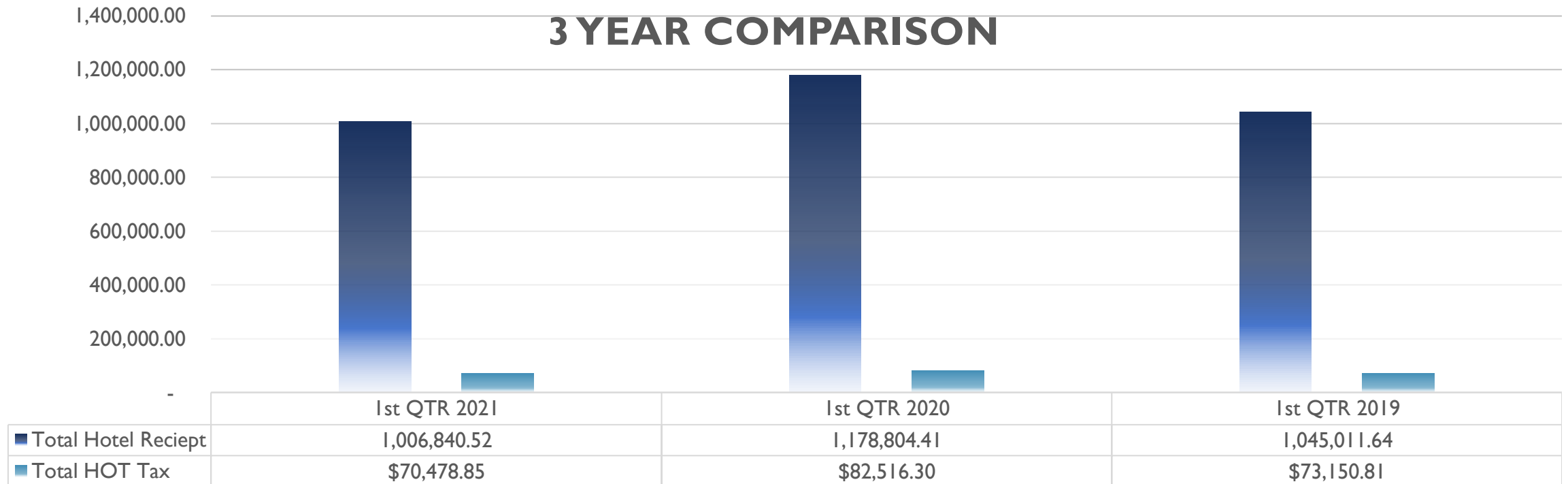


1ST QUARTER OF THE 2021 FISCAL YEAR REPORT



HOTEL OCCUPANCY TAX COMPARISON



EVENTS HELD OCTOBER 2020-DECEMBER 2020 THAT CVB FUNDED

October :

Fun N Sun End of Year Couples Tournament

55 Teams 176 Room Night Stays

We did our first van tour shopping & eating at local businesses.

This tournament will return in 2021 – First time in tournament history for the tournament to be held in the same location back to back years.

HPU's Fall Family Reunion

267 Attendees with 60% from out of town 117 Room Night Stays

Shoot for the Cause – Brown County Youth Fair & Rodeo Supporters

84 Attendees 3 Room Night Stay

November:

Hunter's Appreciation

We were a Big Buck Sign Up Location & provided the Ladies Big Buck Grand Prize

Early Chamber of Commerce Hunter's Appreciation – Donated Door Prize & helped promote via social media

Lyric Theater -Get Smart – 700 Attendees 80 from out of town

December:

Lyric Theater – A Christmas Story – 1200 Attendees 110 from out of town

RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities:

Business Complex: Center:

October – 12
November – 6
December – 8

Visitors & Events

October - 2
November - 2
December – 4

Public Relation Events:

Early ISD – Trunk or Treat
Early ISD Homecoming Parade
Child Welfare Board – Heart Gallery Tour Location
Help coordinator Small Business Saturday with the MDD
Two Stepping for Toys

MARKETING

Marketing:

TourTexas.com:

Total Content Engagement:

2020 1st QTR – 812

2021 1st QTR – 2,045

BigCountyHomepages.com

Total Impression:

October - 62,507

November - 62,507

December - 62,516

Brown County Living:

Paid Ad

2 Pages Hometown Happening Featuring Haunted Trail @ Stagecoach, & Fun N Sun Fishing Tournament, Featured Story: Dilan Johnston – Amputee Golf Tournament & Featured Story on EHS Alumni – Tuesdi Tidwell and Business Spot – Spirit of Texas Winery

Cross Timers – Grape & Wine Trail Magazine

Paid Ad