

2ND QUARTER OF THE 2021 FISCAL YEAR REPORT



HOTEL OCCUPANCY TAX COMPARISON

3 YEAR COMPARISON





EVENTS HELD JANUARY 2021-MARCH 2021 THAT CVB FUNDED/SPONSORED

February :

HPU's Spring Family Reunion & Homecoming
465 Attendees 100 Room Night Stays

Lyric Theater – Clue – 998 Attendance 142 – Out of Town

March:

Lyric Theater – Beatles Tribute = 150 Attendance 10 – Out of Town

Buy Texas Market – Largest attendance since we started in November 2020 with estimated attendance of 400 with out of town people from: Austin, Albany, Baird, Sweetwater, San Saba, Katy, Merkel, Stephenville, Cisco, Mullin and Tucson, AZ

Lyric Theater – Price Is Right – 69 Attendance 5 – Out of town

Lyric Theater – First Quarter Attendance – 13 States including Texas, 12 people from outside the USA

RENTALS & PUBLIC RELATIONS EVENTS

Rentals – City Facilities

Business Complex:

January – 10
February – 11
March – 14

Visitors & Events Center:

January – 3
February – 5
March - 5

City Park:

February – 2 Facility Use Agreements

McDonald Park:

Purchased Patriotic light pole Banners

Public Relations Events/Training:

Texas Association of Convention & Visitor Bureaus – Mid-Winter Conference – Served on Education Committee
Texas Association of Venues & Facilities Bi-Monthly Meeting
Professional Women's Summit
KTAB 4U – Spring Buy Texas Event
March – 1st In person visits with Hotels

MARKETING AND SOCIAL MEDIA -2ND QUARTER OF THE 2021 FISCAL YEAR

MARKETING:

TourTexas.com

Total Content Engagement:

2020 2nd QTR – 2136

2021 2nd QTR – 2897

March 2021 – Started email campaign

Facebook

Increased likes by 178 likes

Reached 25.4K

Twitter:

Reached 4K

Visitors & Events Center Visitors:

January: 5

February: 9

March: 25

There are many that won't sign the book

January 2021 – Added Kaley Whitley to TEAM Early as the Event Center and Marketing Assistant

BigCountyHomepages.com

Total Impression:

January – 62,504

February – 62,504

March – 62,502

Instagram

Increased followers by 784

Reached 1.7K

Created Storyboard

Shop Local Valentines Social Media Giveaway

Leprechaun Hat Social Media Giveaway