

Destination Bryan Review

Destination Bryan is in the second full year of operation
 Marketing | PR & Communications | Business Development
 Events | Partnerships | Community Engagement

Key Objectives

- Establish Bryan as its own unique destination
- Drive demand for Bryan as a visitor destination
- Increase visitor spending throughout Bryan
- Promote awareness of Destination Bryan's importance to the community

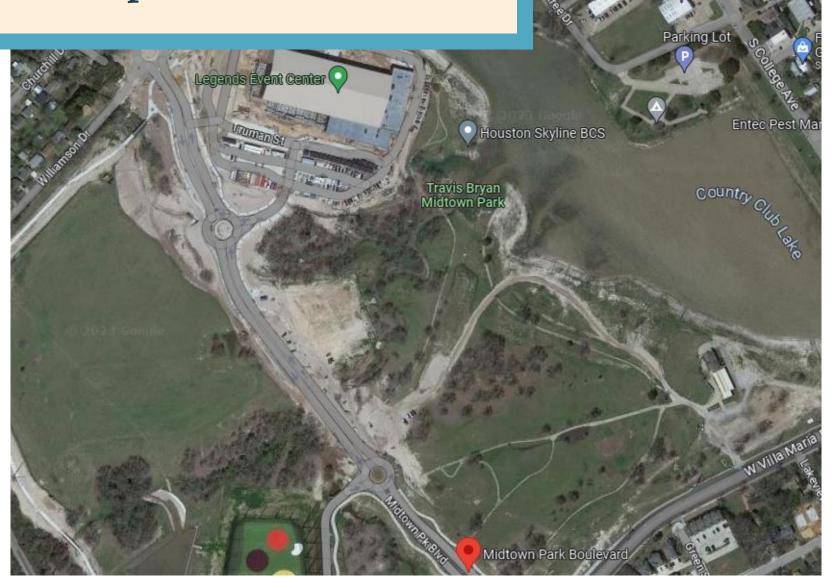


Business Development

- Group Sales & Servicing
 Sports | Conventions | Meetings | Events | Trade Shows
- Facility Master Calendar
- Playeasy Software
- Music Festivals
 Requires flexible green space



Business Development





Business Development

- Visitor Spending
 - Packaging & Bundling Integrations
 - Partner Landing Pages
 - Pre-Event E-Newsletter

Avg. Visitor Spending

\$223

Per Cardholder Last 12 Months

Visitor Spend % of Overall

44.1%



Legends Event Center

SportsETA | Esports Summit | Connect Sports SPORTS Relationship | TEAMS

Tourism **Events**

10

New Events: 8

Room Nights

6.6K

New RNs: 4.6K

Economic Impact

\$6.1

Million

(Total)

Taxes Generated

\$133K

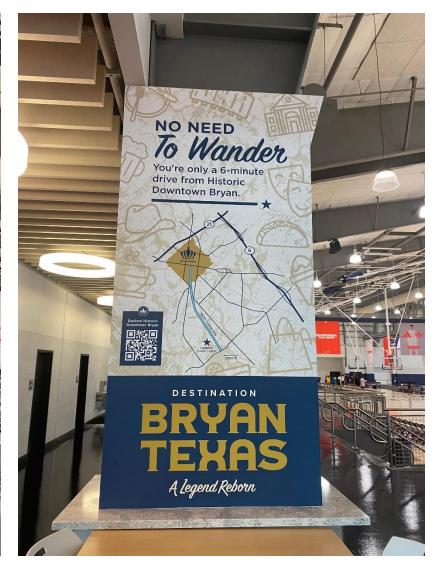
New Taxes: \$100K











Furthering The Impact Of Tourism



FY23 HOT Grant



HOT Grants
Awarded

14

Amount Awarded \$197K Expected Room Nights 12.7K

Expected
Econ. Impact
\$10.3
Million (BCS)

Grants
Completed
7

Amount Granted \$50K

Bryan Actual Room Nights

2.5K

Estimated
Econ. Impact
\$5.2+
Million (BCS)

PR & Media

Tradeshows

TravMedia | Texas Travel Expo | IPW

- Hosted Travel Writers & Influencers
- Earned Media Value \$9,870,924

Out of Market Media
\$9.47M
7 Articles

\$397K 80 Articles



Destination Bryan Events

Events Annually

18

12

First Friday's Downtown
Bryan Street
& Art Fair

Pints & Paws

Hullabaloo Music Fest Downtown
Lighted
Parade &
Holiday Stroll

Lights On!

Halloweentown



Partner Events

Events in Downtown Bryan 14

BISD Showcase Brazos
Valley
Worldfest

2 Pub Crawls (St. Patty's & Zombie)

Juneteenth & Bluesfest

Wine & Wassail

4 New Events

(Festa Italiana, Troubadour Pre-Party, Market on Main Street, & Easter Egg Hunt) Cinco de Mayo



Community Engagement

Bryan Partners

BISD | Lake Walk | Arts Council | Expo BPARD | Legends Event Center | RCI Non-Profits

Texas A&M

RPTS | SPMT | MS MKTG | Visitor Center

Division of Academic & Strategic Collaborations

Partnerships

Downtown Bryan

Merchants | Owners | Events | Venues
Art 979 | BVFM | Assessment

Affiliates

Hotels | Attractions | Arts | Music



Destination Bryan: Over 16 Million Served

From April 1, 2022 - April 30, 2023, Destination Bryan's marketing efforts resulted in more than

564,000 Web Sessions
I,445,000 Facebook Users Reached
543,000 Instagram Users Reached
584,000 Est. Texas Highways Readers
500,000Est. State Travel Guide Readers
I3,836,000 Digital Ad Impressions



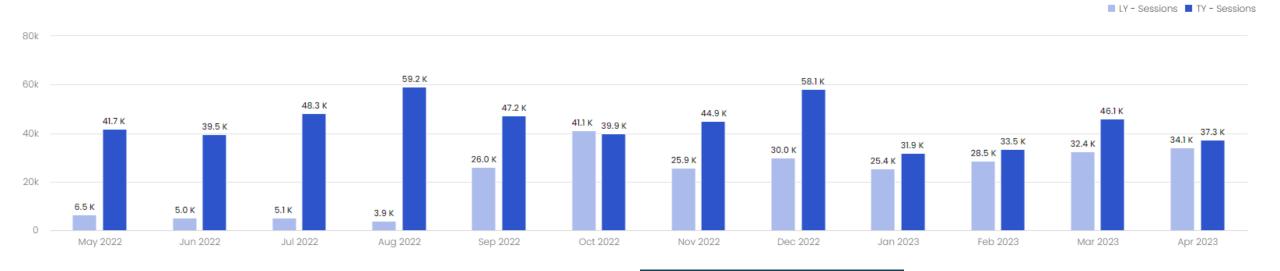
That's enough people to fill Kyle Field 156 times.



Website



Website Sessions Rolling 12 Months YOY





Website traffic is up 18% YOY

Total Sessions (April 22 – April 23)
564,000

Most Popular Web Content (Past 12 Months)



Things To Do **113,000**

63,000 First Friday

Events Calendar 44,000

28,000 Former Students

Restaurants 26,000

23,000 Aggieland Safari

Messina Hof **22,000**

21,000 Downtown Bryan

Zeitman's 9,000

8,000
Bryan Legends

Social Media

From April 1, 2022 - April 30, 2023, Destination Bryan reached nearly 2 million users on Facebook & Instagram.

Facebook Reach (April 22 – April 23)

1,445,000

Facebook reach is down YOY (-9%), but that is expected given social media trends.

Instagram Reach (April 22 – April 23)

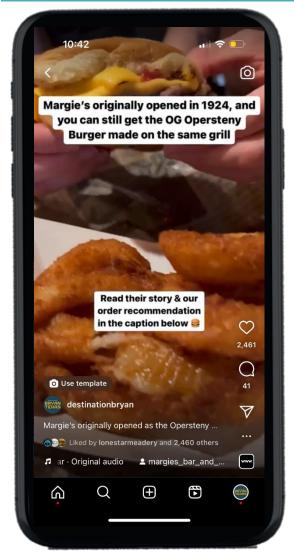
543,000

Instagram reach increased dramatically YOY (+69%).



Named Best Destination Social Media Account, 2023 Texas Travel Awards









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Spring in Bryan, Texas is filled with beautiful wildflowers, exciting events, local markets, outdoor activities, and incredible weather.

Spring is one of the best seasons to visit the Bryan & College Station area, whether you're exploring Texas A&M University's campus, enjoying the shops & restaurants in Historic Downtown Bryan, or taking in a breath of fresh air under the big Brazos Valley sky.

Plan your springtime visit to Bryan, Texas today: https://www.destinationbryan.... See more

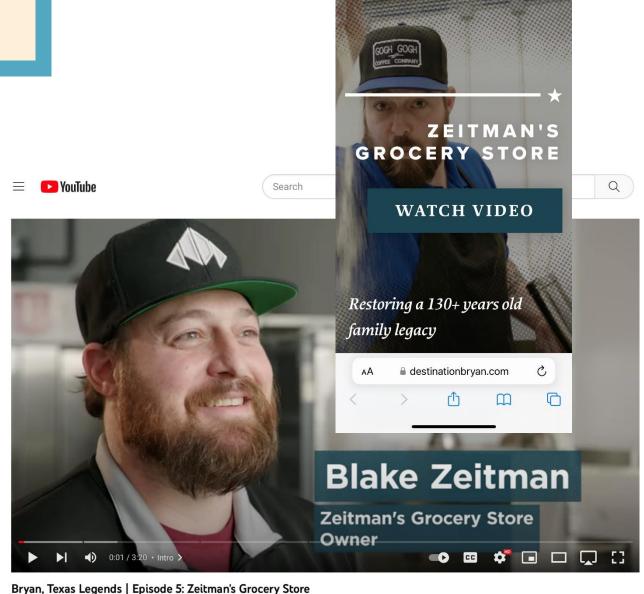


DESTINATIONBRYAN.COM

Spring Things to Do in Bryan, Texas - Destination Bryan

Celebrate Spring by admiring blooming bluebonnets and other Texas wild...

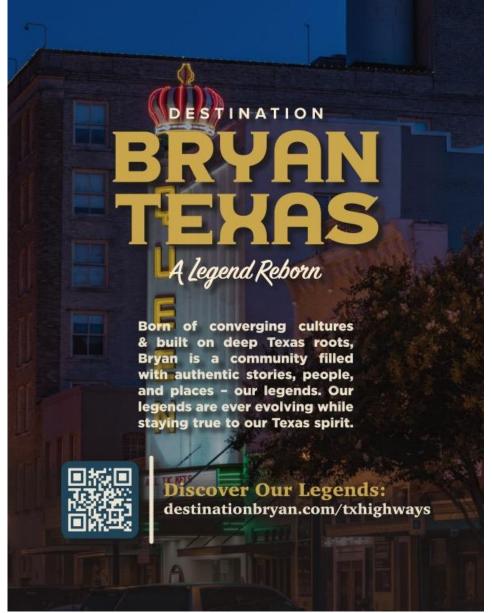
Learn more



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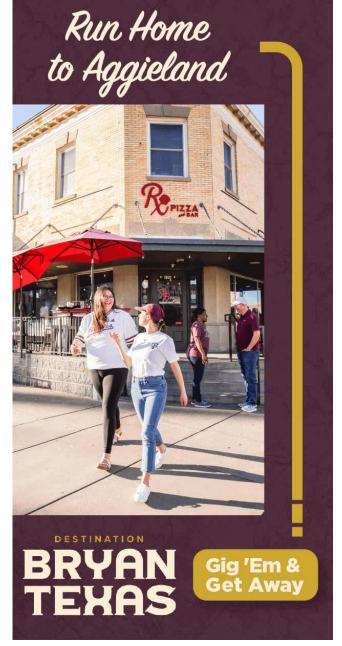
BRYAN TEXAS

Get Back to Your Aggie Roots









Bryan's Visitor Economy





Bryan's Visitor Economy Index 12 Months

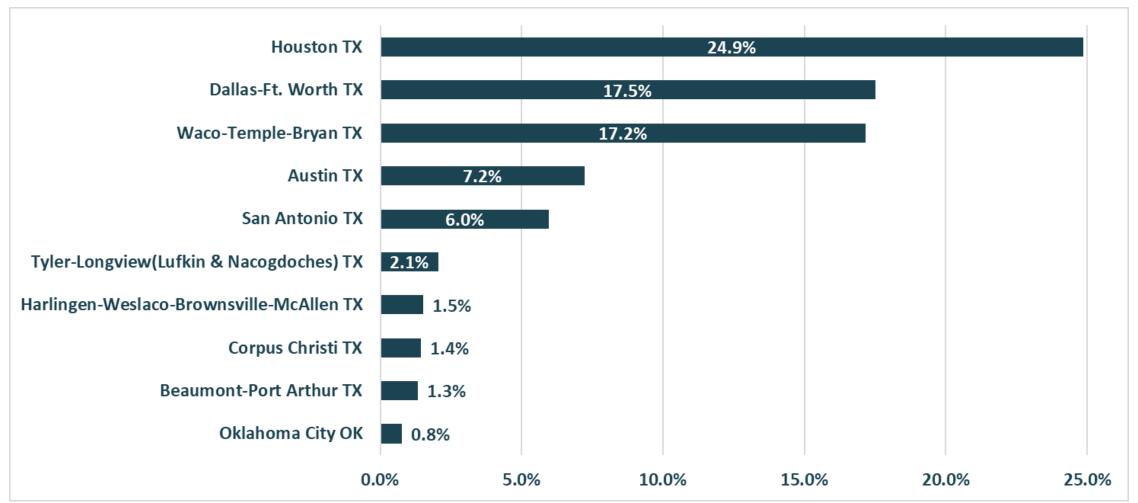




Sources: Near, Affinity, Smith Travel Research & AirDNA

Top 10 Visitor Origin Markets 12 Months





Source: Near

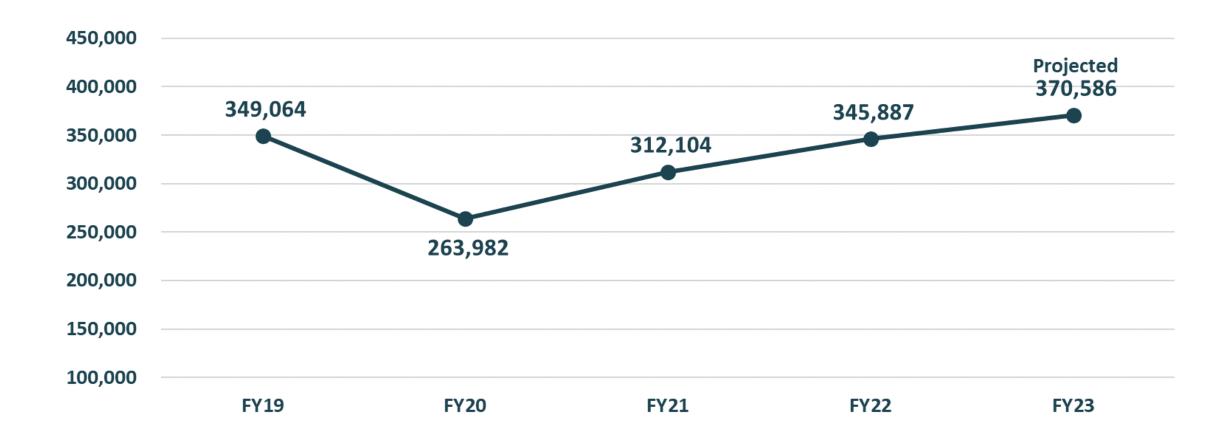
Bryan Hotel Market YOY 2022 vs 2021



	YOY % Change - 2022 vs 2021						
	Осс	ADR	RevPAR	Supply	Demand	Revenue	
Bryan, TX +	1.2	15.1	16.6	6.4	7.7	24.0	
Bryan-College Station	3.5	15.3	19.3	3.1	6.6	23.0	
College Station, TX+	4.2	15.6	20.4	2.0	6.2	22.8	
Conroe, TX+	1.5	6.5	8.2	0.0	1.5	8.2	
Lubbock, TX+	-1.0	8.2	7.1	1.6	0.5	8.8	
New Braunfels, TX+	-0.3	14.5	14.1	-3.8	-4.1	9.8	
Temple, TX+	0.1	9.5	9.5	3.9	3.9	13.8	
Tyler, TX+	-6.4	7.8	1.0	-2.6	-8.8	-1.6	
Waco, TX+	-2.3	13.1	10.5	2.0	-0.4	12.7	

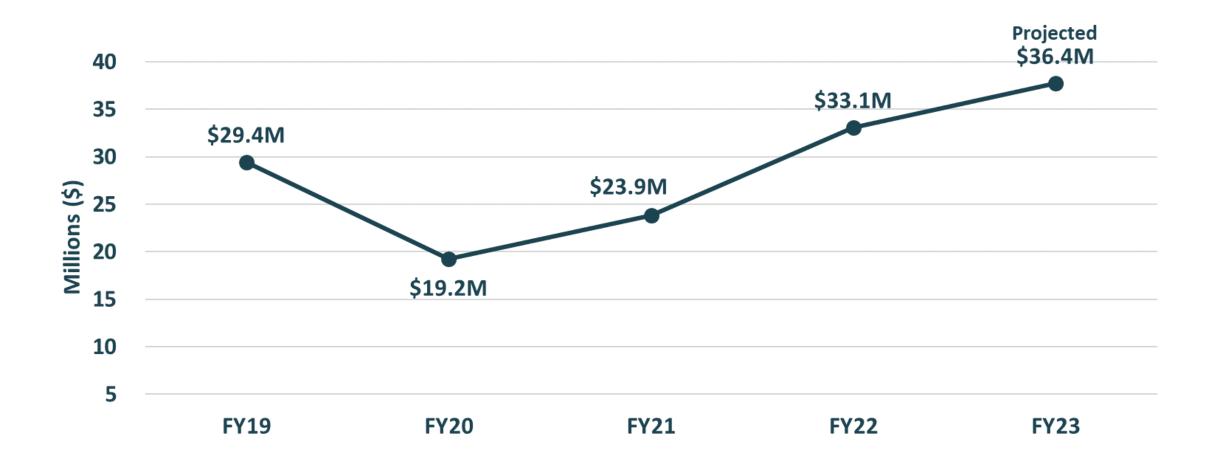
Bryan Room Demand (Room Nights)
FY19 - FY23





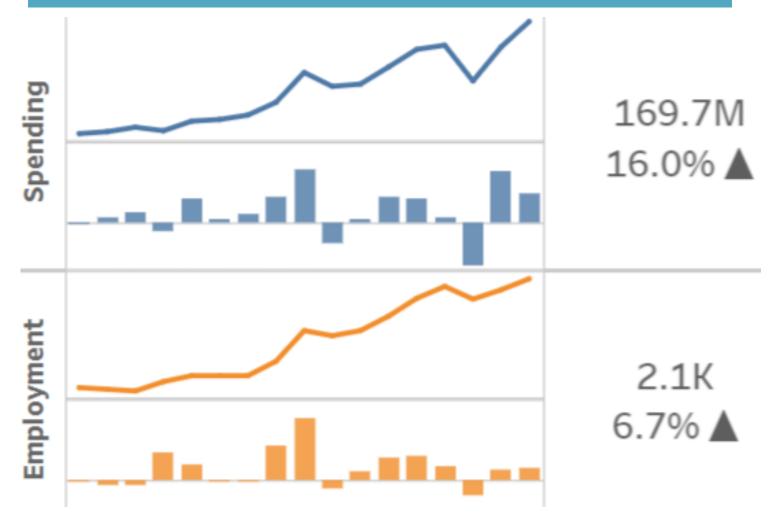












Direct Travel Spending

 Purchases by travelers during their trip

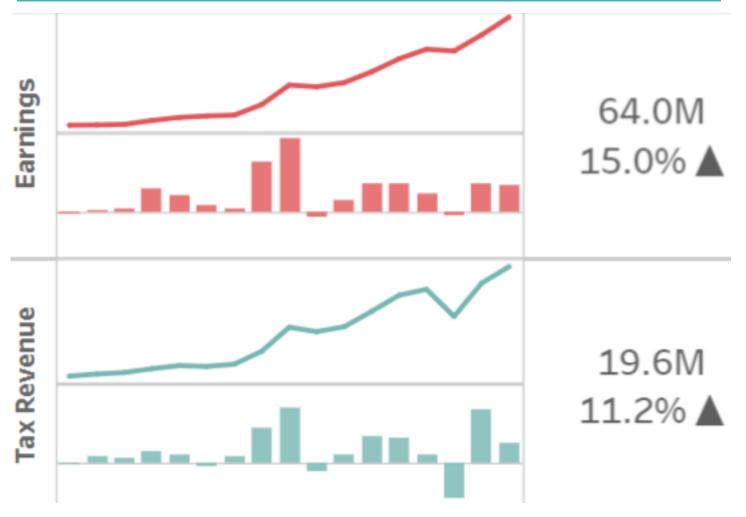
Direct Employment

 Full & part-time positions of wage and salary workers and proprietors associated with direct earnings

Source: Dean Runyan Associates







Direct Earnings

Wage and salary
 disbursements, earned
 benefits, and proprietor
 income of employees and
 owners of businesses that
 are attributable to travel
 expenditures.

Direct Tax Receipts

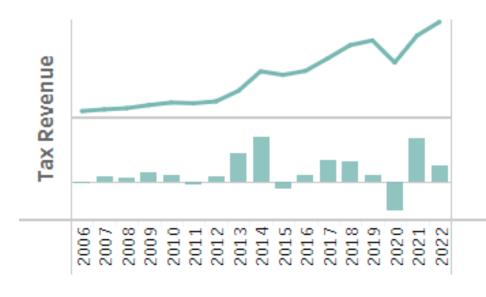
 Collected by state, counties and municipalities, as levied on applicable travel-related purchases, including lodging, food & beverage, retail goods and fuel.

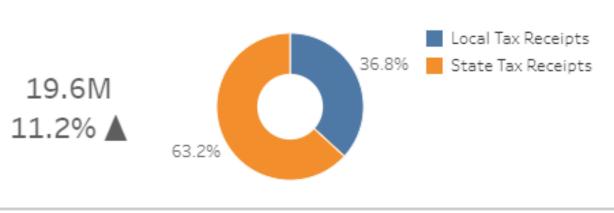
Source: Dean Runyan Associates

Bryan, TX Visitor



Impacts





SOURCE: DEAN RUNYAN ASSOCIATES



36.8% of Tax Revenue is Local Tax Receipts

36.8% X 19.6M = \$7.21M in Local Tax Receipts

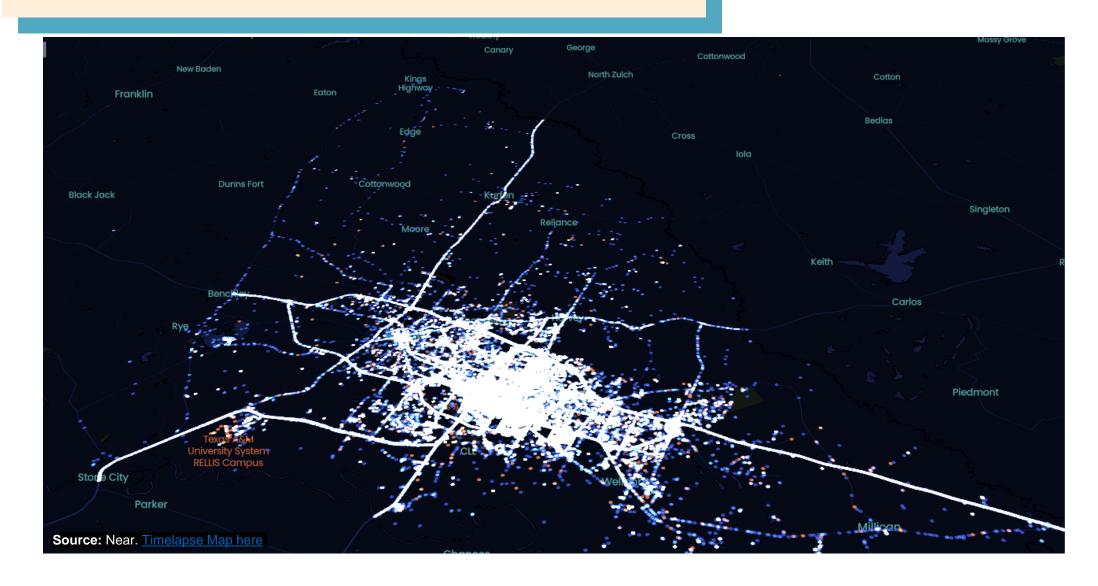
2022 Local HOT **\$2M**

2022 Sales Tax ~\$5.2M

Texas A&M University Visitor

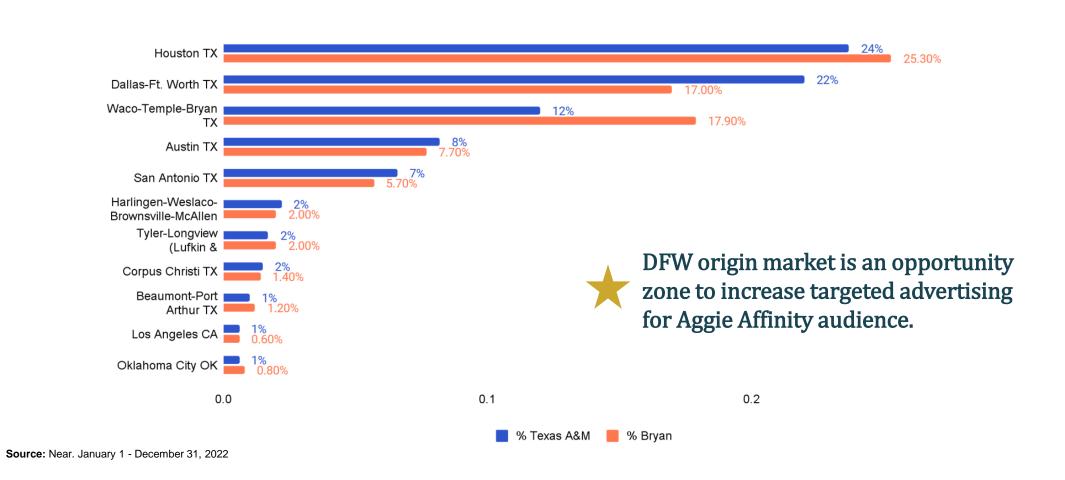
Impacts





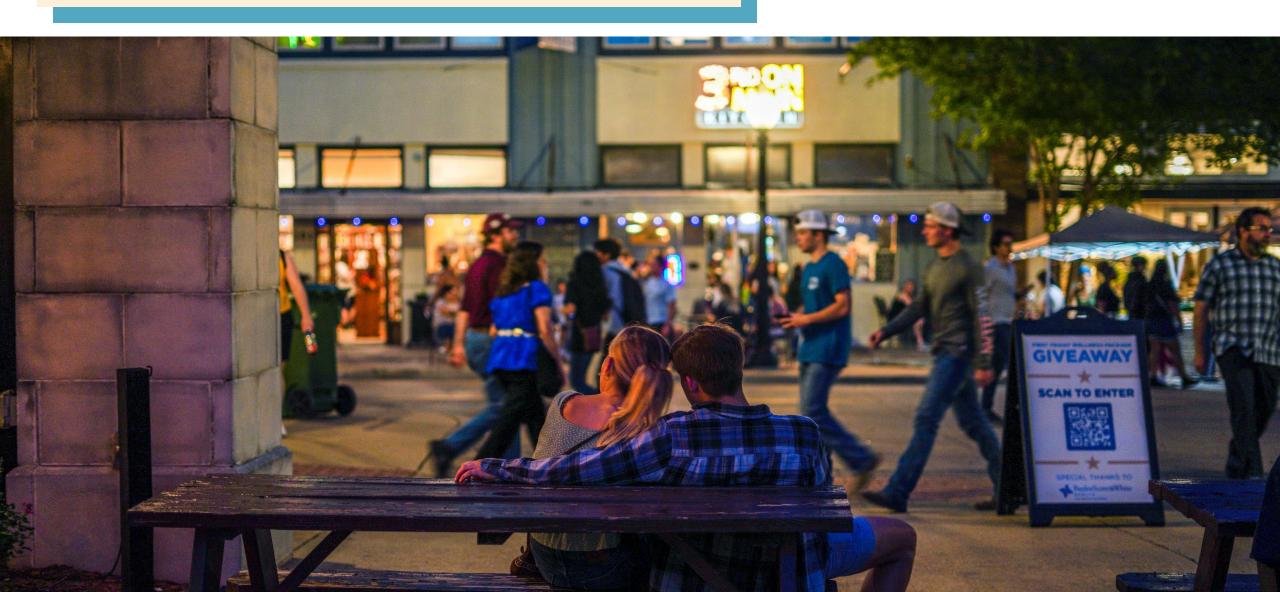
Texas A&M University Visitor Impacts





FY24 Budget Submission





HOT Funds (State of Texas)

2 Part Test

- Expenditures must directly enhance and promote tourism and the convention and hotel industry
- Expenditures must clearly fit into one of nine statutorily provide categories
 - 1. Operation of a convention center or visitor information center
 - 2. Costs for facilitating convention registration
 - 3. Advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity
 - 4. Promotion of the arts
 - 5. Historical restoration or preservation programs
 - 6. Certain expenses directly related to a sporting event
 - 7. Enhancement or upgrading an existing sports facility or fields
 - 8. Transportation of tourists from hotels to attractions
 - 9. Signage directing tourists to sights and attractions



FY24 Proposed Budget

	FY23 🔻	FY24 🔻	Difference -	FY24 YOY
Income				
60000 · Public Sources				
60010 · Bryan Funding - HOT	1,907,000.00	2,270,000.00	363,000.00	19.04%
60020 · Bryan Funding - General	308,000.00	495,000.00	187,000.00	60.71%
Total 60000 · Public Sources	2,215,000.00	2,765,000.00	550,000.00	24.83%
Total 60100 - Private Sources	56,310.00	103,000.00	46,690.00	82.92%
Total Income	2,271,310.00	2,868,000.00	596,690.00	26.27%
Gross Profit	2,271,310.00	2,868,000.00	596,690.00	26.27%
Expense				
Total 70000 · Payroll & Related Expenses	656,600.00	763,600.00	107,000.00	16.30%
Total 71000 - Administrative/Operations	241,345.00	225,880.00	-15,465.00	-6.41%
Total 73000 · Marketing/Sales/Promotion	1,373,365.00	1,878,520.00	505,155.00	36.78%
Total Expense	2,271,310.00	2,868,000.00	596,690.00	26.27%
Net Income	0.00	0.00	0.00	0.00%



FY24 YoY Variances

Payroll & Related Expenses – \$107,000

Administrative/Operations – (\$15,465)

•Marketing/Sales/Promotion – \$505,155



Payroll & Related Expenses - \$107,000

• Insurance costs and performance increases – \$45,300

Additional FTE (Graphic Designer) – \$61,700



Admin. & Operations – (\$15,465)

 All Administrative & Operations expenses are now HOT funded



Marketing/Sales/Promotion-\$505,155

- Advertising \$166,640
- Events Hosted \$155,020
- Website \$54,000
- Prof. Services \$33,500
- HOT Grant \$25,000
- Collateral \$24,950
- Sponsorships \$24,700
- Promo Items \$16,000



Advertising & Events Hosted make up 53.9% of total budget increase



Marketing/Sales/Promotion-\$505,155

Advertising: \$166,640

- Increases in current advertising
 - Annual Digital Marketing Campaign
 - Local Marketing Campaign (General Funds)
 - Print Advertising
 - Social Media Ads
 - Influencers & Travel Writers
- New advertising initiatives
 - Adara Digital Campaign



Marketing/Sales/Promotion-\$505,155

Events Hosted: \$155,020

- First Friday Mobile Stage \$55,000
 - Artists, Sound & Lighting, Security
- Net increase to all other DB events \$30,000
- Hullabaloo Music Fest \$13,000
- Ambassador Program \$10,000
- Remaining Balance Offset by Projected Revenues \$47,000
 - Sponsorships, Vendor Fees, Participation Fees, etc.



Destination Bryan

Awards



- Texas Association of Convention & Visitor Bureaus
 - 2022 DMO of the Year (\$1M & Over Category)
 - Peer Recognition Award for Video, Story & Podcast Series
- 2023 Texas Travel Awards (Big Market)
 - Community Event First Friday
 - Destination Social Media Account
 - Restaurant Ronin Farm & Restaurant
 - Sports Venue Legends Event Center
- Texas Downtown (Over 50K Population)
 - Bryan Broadcasting, Best Downtown Partner Award
 - The Queen Theatre, Resiliency Award







DESTINATION

BRYAN TEXAS

A Legend Reborn