

## 1. **Title of Member Program-** THLA's City of the Month

**Goals & Objectives of Program-** Through this initiative, we aim to bring increased awareness of our Group Listing Partner (municipalities) locations driving visitors to their locales with this very distinct benefit. We promote and highlight the rich diversity and unique character of Texas, bringing attention to the many vibrant cities, towns, and regions that make Texas culturally, historically, and geographically distinctive. It is a wonderful opportunity for both well known and less known areas in Texas to be advertised. The areas selected are one of our over 170 Group Partners around the state. While in our case we are promoting a certain region based on existing partnerships (or to entice new partnerships), this could certainly be utilized by all lodging associations to highlight areas around the state where members are located.

### **Process:**

Each month, Christy and Carolyn meet to review potential cities to feature, considering factors such as geographic diversity, cultural events, historical significance, economic impact, and current relevance. The goal is to ensure a well-rounded representation of communities from all corners of the state over time.

Once a city is selected, the team reaches out to local tourism contacts to gather detailed information. This outreach includes requesting video, photos, stories, event details, or other promotional content that can be used in our communications. We initially reach out to the selected location via phone call and then follow up with an email that provides all of the necessary details. Bryan, TX was our selected City of the Month for April, 2025 and below is an outline of what we sent:

Hi John,

Per our recent conversation, as a valued Group Partner of THLA, THLA would love to feature Bryan as our THLA “**City of the Month**” for **April**. We would request your content by **Friday, April 25th** and here's what it entails:

We ask that you provide us with an article that includes **links** to places or events mentioned and labeled photos.

Your feature will include a **photo or video** on the THLA home page with a link to a full-page article.

The **article** generally highlights the area's *History, Arts and Culture, Shopping, Restaurants, Sports and Events, Hotels and Lodging*, and how to get around, with relevant links and photos included. Usage rights to the photos will need to be approved by you.

There is no limit on the length of the article. An excerpt from the article will also be broadcasted in our monthly Industry Update newsletter.

Photo specifications:

**Video: 15 seconds or less with MP4 format, looping sized at 1024 x 575 without sound**

**Article photos: High Resolution and Labeled images owned by Bryan and not licensed from a third party.**

Here are samples of past featured areas for your reference:

<https://texaslodging.com/holidays-around-the-bay/>

<https://texaslodging.com/boerne-an-elevated-hill-country-experience/>

THLA is proud to promote our Texas destinations and encourage tourism in Bryan. Again, in order to place Bryan as our featured area, we request your content by **Friday, April 25th** to make the newsletter deadline. I have copied my colleague, Monica Whitlock who produces our Industry Update e-newsletter and all content should be submitted to her. Please let us know if you have any questions and we are excited to feature Bryan!

Very best,  
Carolyn

2. **Target Audience-** Over 6,000 contacts that receive our monthly Industry Update e-newsletter in addition to our followers on the social media platforms; LinkedIn, Facebook and Instagram as well as those that visit our website.
3. **Results of Program-** Being a THLA City of the Month is a coveted status for the reasons mentioned above. Not only does this serve the objective of advertising our great locations throughout Texas, it also further solidifies our partnership status with over 170 communities. Our Group Listing Partners represent a very significant amount of our dues revenue, and we are proud to report that our retention rate for our partners is 94%.
4. **Evaluation Measures-** The best measurement for us is the level of enthusiasm our partners have for their city being featured. We receive overwhelming gratitude for the features which we know helps greatly with renewals. Thus far in 2025 we have featured; Anthony, Cedar Park, College Station, Bryan and next is DeSoto.
5. **How was the program presented to the Target audience?** The City of the Month is first introduced in our THLA Industry Update e-newsletter that has over 6,000 subscribers. The selected area is prominently displayed in our monthly e-newsletter with an article and pictures of the selected area which links to a full page on our [www.texaslodging.com](http://www.texaslodging.com) site that is dedicated to the city. In addition to the area having a complete page dedicated to them on our site they are also notably on the first page of our website with a video showcasing highlights of the locale. Following are examples depicting the home page of our website followed by an excerpt of the article and pictures of the page dedicated to the City of the Month. To see the complete version please visit <https://texaslodging.com/bryan-texas-a-legend-reborn/>.

Upper Portion of THLA Homepage followed by and excerpt of Bryan’s full page:


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📱 | Gmail YouTube Maps

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All Bookmarks

☰  
MENU



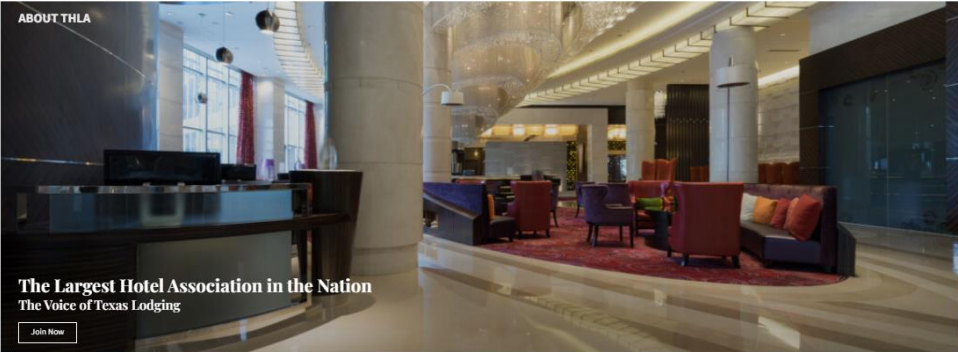
TEXAS HOTEL &  
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Promoting and Advocating For the Texas Lodging Industry Since 1903

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The Largest Hotel Association in the Nation

The Voice of Texas Lodging

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2025 LEGISLATIVE SEASON




Mid-Session Update


Advocating for our Industry's Priorities

Read More

CITY OF THE MONTH




Visit Bryan Texas



Advocacy

As the voice of the Texas lodging industry, we advocate for legislation, regulations and resources that promote a strong lodging industry in Texas.


Learn More



Legal Support

Our lawyers are available 24/7 to provide on-demand advice and answers to all of your legal and operational questions.

Learn More



Marketing

Members receive complimentary listings on three leading tourism websites: **TravelTexas, Texaslodging and TourTexas.**

Learn More



## Bryan Texas — A Legend Reborn

Posted on April 28, 2025 by THLA Staff · Blog

### The City of Bryan



The Queen Theater in Historic Downtown Bryan

Bryan is conveniently located right in the heart of the "Texas Triangle," less than a 3-hour drive from each of the largest metro areas in the state. Born of converging cultures and built on deep Texas roots, Bryan is a community filled with authentic stories, people, and places – our legends. Our legends are ever evolving while staying true to our Texas spirit.

They are the unique businesses that make our town a great place to live and visit, the people you'll meet as you explore everything we have to offer, and the stories that have been woven together over generations to create the vibrant, diverse community we love today. Click here to learn more about our Legends.

### Historic Downtown Bryan

Historic Downtown Bryan, the legendary stories of our past converge with a thriving arts scene, top-rated restaurants, signature

### Lake Walk



Saturday morning yoga class at Lake Walk

An up-and-coming area in Bryan, Texas, **Lake Walk** is a comfortably upscale, thoughtful but lively collection of regional dining, hospitality, retail, residential, and wellness offerings. Enjoy a stroll around the lake or **free weekend fitness classes** with a lake-front view. Better yet, climb the **Lookout Tower** for a birds-eye view of Aggieland.

Lake Walk is the perfect location for outdoor activities and a wellness retreat, as it's also home to the beautiful **Stella Hotel** and **Woodhouse Spa**. Elevated dining experiences abound in Lake Walk with **Kanji** (incredibly fresh sushi and seafood) and **Campfire** (excellently-prepared steaks and other American classics).

### Midtown

Midtown is the corridor along Texas Avenue & South College Avenue, running from the Bryan city limits near Texas A&M University in

### Annual Events



Downtown Bryan Street & Art Fair

Bryan, Texas is host to many exciting events and festivals that highlight local culture, cuisine, and important holidays. Each month, the streets of Historic Downtown Bryan transform into one big stage on **First Friday** with live music, performances, art demonstrations, and unique & interactive events and activities!

The **Downtown Bryan Street & Art Fair** also highlights local talent each April with artist booths, fun art demonstrations, and live music. During the holiday season, **Lights On!** and the **Downtown Bryan Lighted Parade** make Historic Downtown Bryan merry and bright with family-friendly activities, Santa sightings, and community fun.

Every October, **Boonville Days** honors Bryan's rustic beginnings. At this annual event, The Brazos Valley Museum of Natural History showcases the pioneering era of Bryan, Texas with actors in period attire, musicians, demonstrations of frontier skills, and kid-friendly activities.



Again, to see this in its' entirety please visit <https://texaslodging.com/bryan-texas-a-legend-reborn/>.

Thank you for your consideration!