

# Yuri Huntington

## Executive Director

HOT Funds Report



# Breckenridge has four properties in the City limits



**Bell Mare**  
12 rooms



**Breckenridge Motel**  
40 rooms



**Ridge Motel**  
47 rooms



**Village Inn**  
15 rooms

# Three Major Events in 2023



## **Golf Tournament**

Breckenridge Chamber of  
Commerce Scholarship Golf  
Tournament  
All proceeds from the  
Tournament will go towards the  
BISD Scholarship fund.



## **Boomfest**

Presented by Stowe's  
Independent Services, LLC and  
Clear Fork Bank  
Boomfest Fireworks Show!  
Display of lights and colors.



## **Frontier Days**

Carnival, Chuckwagon Cookoff,  
Gunfighters, Petting Zoo, Cow  
Poop Bingo, Finis Smith Concert,  
Miss Breckenridge Pageant.

# Texas Hotel & Lodging Association

## [www.traveltexas.com](http://www.traveltexas.com)—

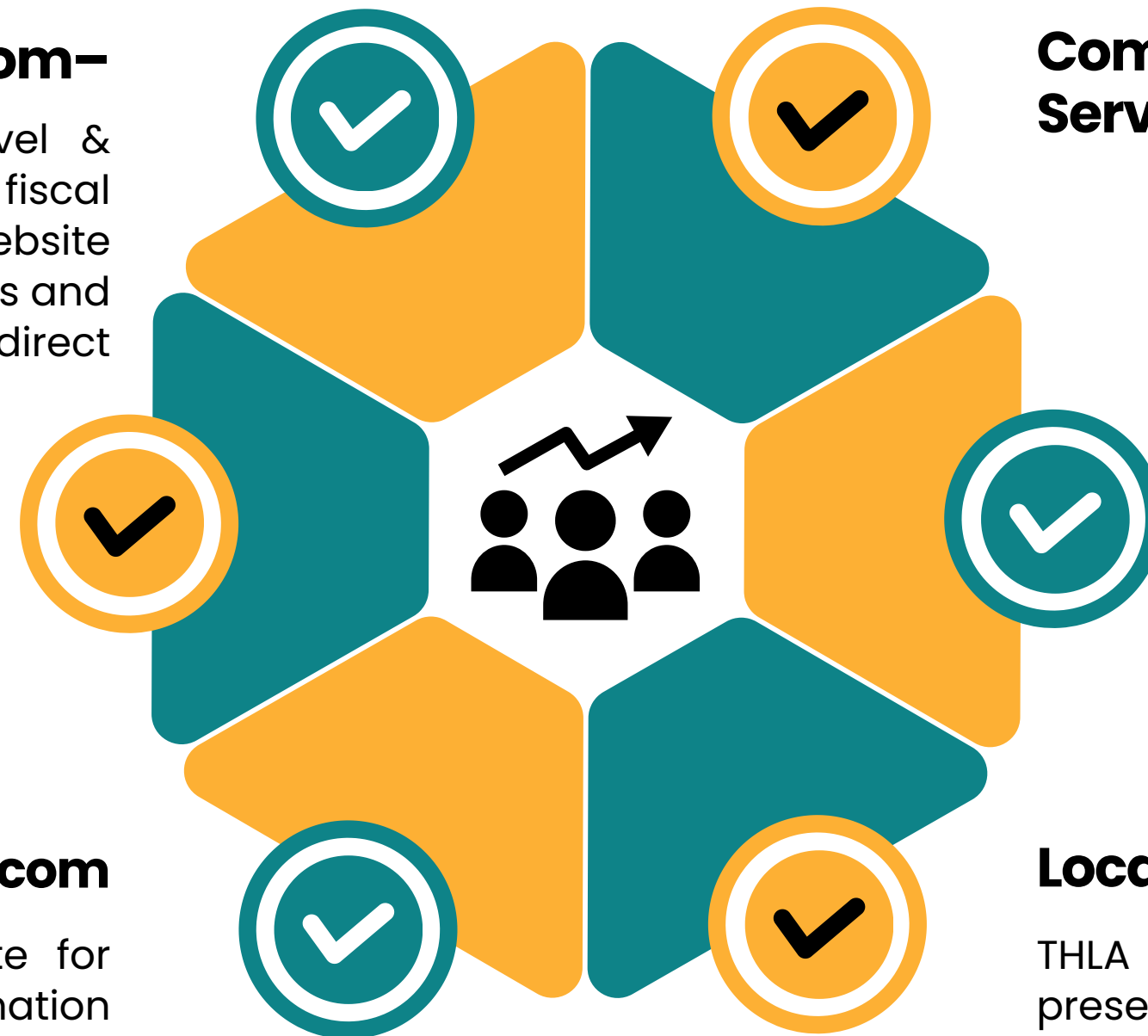
exclusively included on the State's Travel & Tourism website. during the 2018 and 2019 fiscal years the Travel Texas advertising and website influenced 2.8 million non-Texan leisure trips and created an estimated \$4.8 billion in direct tourism spending.

## [www.texaslodging.com](http://www.texaslodging.com)

The THLA site contains an immense Member Resources section that also includes vital information on all of the new laws and regulations impacting hotel operations.

## [www.tourtexas.com](http://www.tourtexas.com)

The #1 independent Texas travel website for travelers looking for inspiration and information to plan their trip to and within Texas. All THLA members are listed on the booking widget of this site.



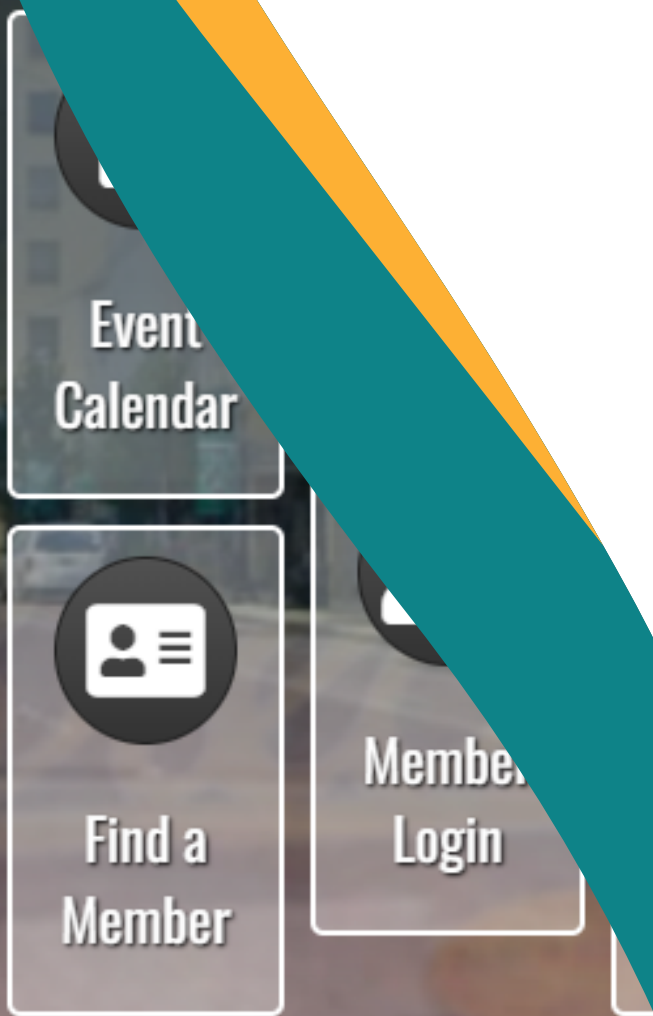
## Complimentary THLA In-House Legal Services:

THLA maintains a staff of three in-house lawyers. Our lawyers handle over 900 inquiries monthly from THLA members on a diverse variety of legal issues that impact local governments, CVBs, tourism districts, lodging operators, tourism businesses, and chambers of commerce. Group listing partners are able to call the State Association for free legal advice on day-to-day operational issues that their properties face.

## Local Area Seminars:

THLA provides complimentary THLA staff presentations and seminars on Hotel Law, Hotel Occupancy Tax, Legislative Updates, and on other topical issues for group partners throughout Texas.

WELCOME TO THE  
Breckenridge  
Chamber of  
Commerce



The Breckenridge Chamber of Commerce is an organization of businesses and individuals that work to promote the area by developing a strong and vibrant economy through business advocacy and leadership, thus creating a better quality of life.

# Chamber of Commerce New Website

- Directory
- Members
- About Us
- What's New
- Events
- Explore
- Stay Connected
- Sponsorship Opportunities

**Congratulations to the 2023 Award Winners**



**Welcome New Members!**





# STRATEGIES LOOKING FORWARD



## Highlight Unique Attractions

Basel Clemons is unique to Breckenridge.  
Hubbard Creek Lake, and local festivals.



## Collaborate with Local Businesses

Hotels, restaurants, and shops  
Cross-promotion and joint marketing efforts



## Community Engagement

potential volunteer programs that can help create a welcoming atmosphere for tourists and enhance the overall visitor experience.



## Utilize Digital Marketing

Leveraging social media, online travel platforms, and digital marketing campaigns



## Invest in Infrastructure

Roads, signage, parking facilities, and public amenities  
Making the town more accessible and visitor-friendly

**Any  
Questions?**



**BRECKENRIDGE  
CHAMBER  
of COMMERCE**

*Thank  
you!*

