



City Council Committee
Regular Meeting

Tuesday, March 17, 2026, 5:30 PM
City Hall Council Chambers
298 W Washington
Stephenville, Texas 76401

AGENDA

CALL TO ORDER

TOURISM AND VISITORS BUREAU COMMITTEE

LeAnn Durfey, chair; Gerald Cook, Lonn Reisman, Brandon Greenhaw

1. Quarterly Main Street Department Update
2. Quarterly Tourism and Visitor Bureau Update

PERSONNEL COMMITTEE

Brandon Greenhaw, chair; Dean Parr, Maddie Smith, Alan Nix

1. Discuss Employee Benefits for Plan Year 2026-2027

ADJOURN

EXECUTIVE SESSION NOTICE

Note: The Stephenville City Council may convene into Executive Session on any matter related to any of the above agenda items for a purpose, such closed session allowed under Chapter 551, Texas Government Code.

In accordance with the Americans with Disabilities Act, persons who need accommodation to attend or participate in this meeting should contact City Hall at 254-918-1287 within 48 hours prior to the meeting to request such assistance.

Main Street Update

March 17, 2026

Presented by
Ashley Thomas
City Council Representative
LeAnn Durfey



MAIN STREET
STEPHENVILLE

What is Main Street?

A nationwide, preservation-based economic development program.

What has Main Street been doing?



Thank you
for your
service!

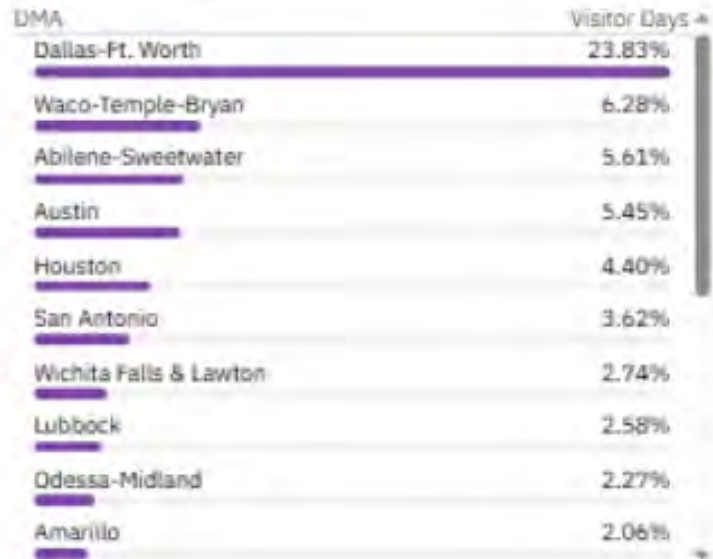
Downtown information

- 91 Downtown businesses
- 4 vacant buildings
- 2 under renovations
- We host bi-monthly Downtown Hall meetings and monthly Main Street Advisory Board meetings.
- Cars & Coffee at the Courthouse, Farmers & Artisan Market April 4th
 - music by Landry Allen

DMA Visitation

What markets are most visitors from?

[Geolocation](#)



Visitors by Day

What days am I seeing more visitors to my destination?

[Geolocation](#)



Visitation by Month - Visitor Days

What is my visitation over time?

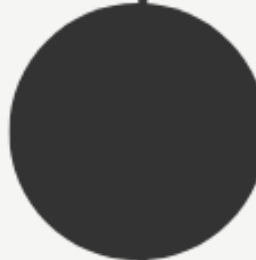
[Geolocation](#)



Main Street Goals for 2026



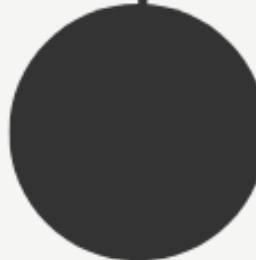
To prioritize the implementation of a unified and visually pleasing urban but in a rural environment that elevates the collective experience for residents, visitors, and businesses alike.



Strengthen local partnerships and increase volunteer participation.



Advocate for preservation and promote the history and cultural heritage throughout the Stephenville Main Street District.



Create more advocates for Stephenville Main Street.

Thank you

Ashley Thomas

athomas@stephenvilletx.gov

254-552-1222





City of Stephenville Tourism & Visitors Bureau

ALYEE WHITWORTH - TOURISM MANAGER

LEANN DURFEY - CITY COUNCIL REPRESENTATIVE



Hotel Performance

Stephenville 2025 Annual Hotel Competitive Set

COMPETITIVE MARKET	ROOM COUNT	DAYS IN PERIOD	TOTAL AVAILABLE ROOMS	IF 100 % OCCUPANCY FMS(%)	SOURCE STRATEGIES*	ESTIMATED ROOMS SOLD	FAIR MKT SHARE (%)	SOURCE STRATEGIES*	SOURCE STRATEGIES* ESTIMATED REVENUE
					ESTIMATED OCCUPIED ROOMS (%)			ESTIMATED ADR	
STEPHENVILLE	488.00	365	178,120.00	17.47%	59.50%	105,982.00	17.78%	\$118.68	\$12,573,675
GRANBURY	598.00	365	218,270.00	21.41%	60.20%	131,399.00	22.04%	\$116.59	\$15,188,288
MINERAL WELLS	276.00	365	100,740.00	9.88%	56.20%	56,616.00	9.50%	\$121.47	\$6,418,673
GLEN ROSE	383.00	365	139,795.00	13.71%	47%	65,704.00	10.97%	\$102.70	\$6,294,696
WEATHERFORD	1,048.00	365	382,520.00	37.52%	61.80%	236,398.00	39.66%	\$104.09	\$24,416,534
TOTAL ROOMS	2,793.00	365	1,019,445.00	100.00%	56.94%	596,099.00	100%	\$112.71	\$64,891,866

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STEPHENVILLE	455	365	166,075	15.97%	62.00%	102,967	17.30%	\$108.47	\$11,174,496.00
GRANBURY	603	365	220,095	21.17%	60.90%	134,038	22.52%	\$105.63	\$13,798,776.00
MINERAL WELLS	268	365	97,820	9.41%	52.80%	51,649	8.68%	\$108.03	\$5,583,346.00
GLEN ROSE	475	365	173,375	16.67%	50.60%	87,728	14.74%	\$89.08	\$6,498,462.00
WEATHERFORD	1,048	365	382,520	36.78%	57.20%	218,801	36.76%	\$94.28	\$20,073,252.00
TOTAL ROOMS	2,849	365	1,039,885	100.00%	57.24%	595,183	100.00%	\$95.98	\$57,128,332.00

Thank You!

ALYEE WHITWORTH

EMAIL: AWHITWORTH@STEPHENVILLETX.GOV

PHONE: (254) 552 - 1225

