



Dear Destination Bryan Partners,

July 2025 marked a significant milestone for Destination Bryan, as it is the organization's fifth anniversary. Since its founding, Destination Bryan has been guided by a simple mission, to strengthen our community by showcasing how tourism enriches the lives of residents, supports local businesses, and fosters pride in Bryan. Over these five years, that mission has driven every decision, campaign, event, and initiative undertaken.

From the beginning, partnership has been the foundation of who we are as an organization and how we operate. Bryan's story is best told together with City leaders, our business community, cultural institutions, the hospitality industry, and its residents. This belief has shaped our approach and constantly moves us forward.

I am deeply grateful to the Bryan City Council, beginning with those in 2020 whose foresight and commitment made the creation of Destination Bryan possible, and to the Councils since, whose trust and dedication have allowed the organization to thrive. The collective belief in tourism's power to strengthen our economy, enhance quality of life, and unite our community has been a constant source of momentum. To the City Management and Staff, I'm thankful for your open collaboration, willingness to explore new ideas, and spirit of teamwork that has enabled so much to be accomplished together. This unwavering partnership has been essential to the remarkable progress made.

My sincere thanks also go to the Destination Bryan Board of Directors, past and present, whose vision, guidance, and leadership have helped transform the organization from a bold idea into a proven catalyst for growth. I am humbled by the trust placed in me to launch and lead Destination Bryan, a trust that has remained steadfast and has been vital in helping the organization grow and succeed.

To our partners, stakeholders, community members, and local businesses, I extend my sincere gratitude. Your collaboration is the foundation of the organization's tourism strategy. It is your unique contributions, character, and commitment that allow us to carry out our mission and tell Bryan's story in a way that celebrates our culture, history, and hospitality, making Bryan "A Legend Reborn." The opportunities created together would not exist without you.

And to the Destination Bryan team, both past and present, you are the heart and driving force behind our achievements. I could not be prouder to work alongside such a talented, committed group of individuals whose creativity, professionalism, and passion have set this organization

apart. Over the years, I have received countless compliments from industry counterparts and local partners who recognize the strength and caliber of this team. Each staff member who has been part of this journey has left their mark on our story and contributed to building a brand that resonates deeply with visitors and locals alike. Your hard work, dedication, and shared belief in our mission will continue to Leave a Legacy on this organization and make a lasting difference for our community.

Over the past five years, Bryan has welcomed millions of visitors, hosted nationally recognized events, set records, and received statewide and national recognition for our marketing and destination promotion efforts. Yet beyond the numbers and accolades, what matters most is the shared pride in Bryan, which fuels our ability to continue to develop and celebrate this community as a truly special place to live, work, and visit.

Looking ahead, I am eager to build on the foundation of these first five years and expand the positive impact tourism has on our community through this organization. There is much more to come, and we look forward to sharing each new chapter with you as we grow together. Guided by our values and mission, we will continue ensuring Bryan remains a vibrant destination and a place we are proud to call home.

Thank you for being part of our journey these past five years. I can't wait to see what we accomplish together in the years ahead.

With gratitude and appreciation,



John Friebele
Executive Director
Destination Bryan