

## **BILL ANALYSIS**

Senate Research Center  
89R6332 CW-D

S.C.R. 15  
By: Kolkhorst  
Administration  
4/4/2025  
As Filed

### **AUTHOR'S / SPONSOR'S STATEMENT OF INTENT**

Designating Brenham as the official Ice Cream Capital of Texas for a 10-year period ending in 2035.

The City of Brenham is home to Blue Bell Creameries, one of the most popular ice creameries this side of the Mississippi. Established in 1907 as a butter manufacturer, the company began delivering ice cream via horse drawn carriage in 1930. Named after the iconic Texas wildflower, Blue Bell Creameries has become a Texas institution, and, as a result, the City of Brenham has become synonymous with a Texas treasure. Therefore, this resolution designates the City of Brenham as the official Ice Cream Capital of Texas for a period of ten years.

Blue Bell Creameries has become synonymous with ice cream across the Lone Star State and beyond, and the city of Brenham is renowned as the home of this venerable brand.

Blue Bell ice cream traces its roots to the establishment of the Brenham Creamery Company in 1907; the business initially manufactured butter using excess cream from area farms, and a few years later, it began making ice cream and delivering it by horse-drawn wagon; in 1930, the business was renamed Blue Bell Creameries in honor of the native Texas wildflower, and in 1958, the company began to exclusively focus on making ice cream. Headquartered in Brenham with production facilities located there and in Oklahoma and Alabama, Blue Bell is today one of the nation's top-selling ice cream manufacturers, and it markets its products in 23 states.

A major city employer and a regional tourist attraction, the Brenham Blue Bell facility has long played a vital role in boosting the area economy; visitors can learn about the company's history, observe the manufacturing process, and of course, visit the ice cream parlor. In 2025, the Brenham creamery is projected to welcome some 300,000 people.

The frosty deliciousness of ice cream has had an enduring influence on the development and prosperity of Brenham and has made the city a popular destination for a multitude of visitors, and the community is indeed deserving of recognition for its special role in the culinary heritage of the Lone Star State.

### **RESOLVED**

That the 89th Legislature of the State of Texas hereby designate Brenham as the official Ice Cream Capital of Texas.

That, in accordance with the provisions of Section 391.003(e) (relating to providing that a place designation expires on the 10th anniversary of its designation), Government Code, this designation remain in effect until the 10th anniversary of the date this resolution is finally passed by the legislature.